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# National Equity Customer Survey Findings

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❑ Research focus areas:
- Low-income customer issues
- Next generation trends
- Analysis and equitable transition to a clean energy economy

# Voice of the Customer Survey: Equity Preferences

August 25, 2022

# ECEE Voice of the Customer Research:

*To pro-actively ask customers in frontline communities what their priorities and preferences are regarding equity in the clean energy economy*

# Background

Vocabulary used when talking about equity and clean energy can often be inconsistent. We also felt the need to understand better the priorities and preferences of frontline communities when it comes to making decisions that impact those communities.

In Q2 and Q3 2022, we conducted two surveys to gain a better understanding of equity from the customer's perspective and to test aspects of clean energy.

Two surveys were commissioned for this presentation

**Survey 1 (May 2022)**
- Sample of all Americans of all income levels
- Questions focused on understanding of certain terminology (I.e. equity, justice, etc.)

**Survey 2 (July 2022)**
- Households making under $50k/year polled
- Questions focused mostly on community investment priorities through an energy lens

# Survey Narrative

A growing number of Americans are struggling to pay utility bills and are increasingly concerned about their ability to pay in the upcoming months. Maintaining affordability is a social imperative. But can we maintain affordability, achieve greater equity and invest in clean energy?

Survey respondents, including low-income Americans, placed a high importance on all three objectives. However, there are conflicting viewpoints on whether clean energy will ultimately make utility bills less expensive or more expensive.

An important finding is how the respondents linked cleaner communities with healthier communities. This needs to be explored further.

Ultimately, it matters who you are talking to and where they live. African-Americans, for example, had a much higher degree of engagement on questions on equity or justice, concern over the future of their climate, and seeing the economic benefits of shifting to renewables.

# Survey Methodology and Notation

# Research Methodology

The Russell Omnibus was conducted via the internet among 1,052 adults 18 years of age or older from May 20-23, 2022. Figures for gender, age, and geography were weighted where necessary to match their actual proportions in the population. The bases shown in this report are the unweighted bases.

An invitation to participate in the study was sent by e-mail to panel members who have agreed to be contacted by Russell Research and interviewed over the Internet.

- Participating respondents were interviewed online at a secure Russell Research URL programmed for this study.
- Sample was provided to Russell Research from a leading sample provider.

*All research was carried out in compliance with all relevant legal and ethical requirements within the market and in compliance with ISO 20252:2019..*

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# Statistical Analysis

The statistical significance of a result in this survey is the probability that the observed relationship (e.g., between variables) or a difference (e.g., between means) in a sample occurred by pure chance, and that in the population from which the sample was drawn, no such relationship or differences exist.

Using less technical terms, one could say that the statistical significance of a result tells us something about the degree to which the result is "true." More technically, the value of the p-value represents a decreasing index of the reliability of a result. The higher the p-value, the less we can believe that the observed relation between variables in the sample is a reliable indicator of the relation between the respective variables in the population.

Specifically, the p-value represents the probability of error that is involved in accepting our observed result as valid, that is, as "representative of the population." For example, a p-value of 0.05 (i.e., 1/20) indicates that there is a 5% probability that the relation between the variables found in our sample is a "fluke."

The following statistical notation is used throughout the report:

   =   Indicates figure is significantly higher than the other/indicated sub-group at a 95% confidence level

In theory, with probability samples of this size, one could say with 95 percent certainty that the results have a statistical precision of plus or minus 3.0 percentage points of what they would be if the entire adult population had been polled with complete accuracy. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (non-response), question wording and question order, and weighting. It is impossible to quantify the errors that may result from these factors. This online survey is not a probability sample.

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# Statistical Significance

**When is a difference between two numbers "statistically significant"?**

☐ **=** This symbol marks figures that are significantly higher than a related data point at the 95% confidence level.* The letter(s) above the box refer to the column(s) containing the data that are lower by a "statistically significant" amount. For example:

- o The number "61" (61 percent) in the blue column "E" (without a box) is larger than "56" in column "D." However, that difference (5 percentage points) is not statistically significant. It falls within the range of statistical precision (plus or minus some percentage points).

- o In contrast, we can state with 95% confidence that the number "82" in in column "G" is significantly higher than each of the numbers (56, 61, and 70) in the columns marked "D," "E," and "F."
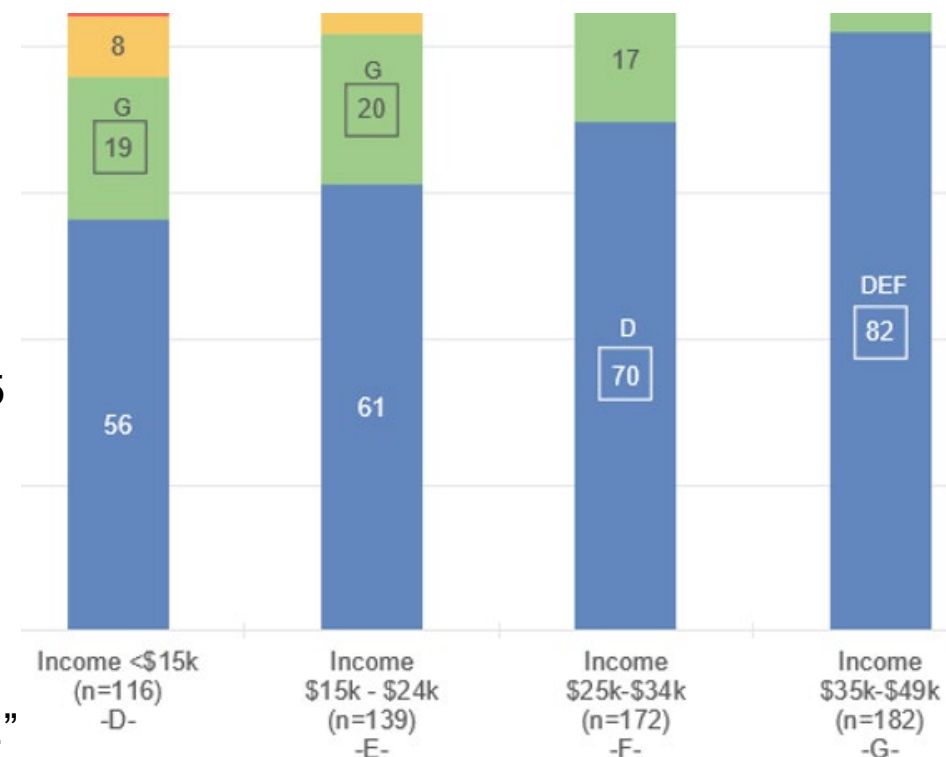


**"95% confidence level" means that a claim is expected to be false just once in twenty times**

\* Depending on the number of respondents, confidence levels may be calculated at the 95% level, the 90% level, or at some other level.

# A Note About Racial and Ethnic Terminology

DEFG has asked Russell Research to display racial and ethnic categories. Russell Research uses the words "Caucasian," "African American," and "Hispanic" like the U.S. Census. The wording of Russell's survey questions appears below. **What words would people prefer?** In a Gallup poll,* people of different backgrounds were asked what they prefer to be called. **Opinions varied, but there is no one answer.** We display the words used by Russell Research.

### Black Americans' Preferred Term for Their Racial Subgroup

The terms "Black" and "African American" are both used to refer to this racial subgroup of Americans. Which term do you think should generally be used -- Black, African American, another term, or does it not matter to you either way?

**June 1-July 5, 2021**

|  | % |
|---|---|
| Black | 17 |
| African American | 17 |
| Does not matter | 58 |
| Another term/Other | 6 |
| No opinion | 2 |

GALLUP, JUN 1-JUL 5, 2021

### Hispanic Americans' Preferred Term for Their Ethnic Subgroup

The terms "Hispanic," "Latino," and "Latinx" are used to refer to this ethnic subgroup of Americans. Which term do you think should generally be used -- Hispanic, Latino, LatinX, another term, or does it not matter to you either way?

**June 1-July 5, 2021**

|  | % |
|---|---|
| Hispanic | 23 |
| Latino | 15 |
| Latinx | 4 |
| Does not matter | 57 |
| Another term/Other | 1 |
| No opinion | 0 |

GALLUP, JUN 1-JUL 5, 2021

### Russell Research Questions

Q. Are you of Hispanic origin or descent? (CHECK ONE)
_ Yes
_ No
_ Rather not answer

Q. Do you consider yourself ... (CHECK ONE)
_ African-American
_ Asian/Pacific Islander
_ Caucasian
_ Native American
_ Mixed ethnic background
_ Other (Specify)
_ Rather not answer

* Source: https://news.gallup.com/poll/353000/no-preferred-racial-term-among-black-hispanic-adults.aspx

# Many Americans are Struggling and Vulnerable

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# Since 2020, Increasing Number of Customers Have Not Fully Paid Utility Bills

**Degree to Which HHs Earning <$50K Paid Utility Bills During Pandemic**
DEFG's Low Income and Prepay Consumer Survey Reports, 2020-2022
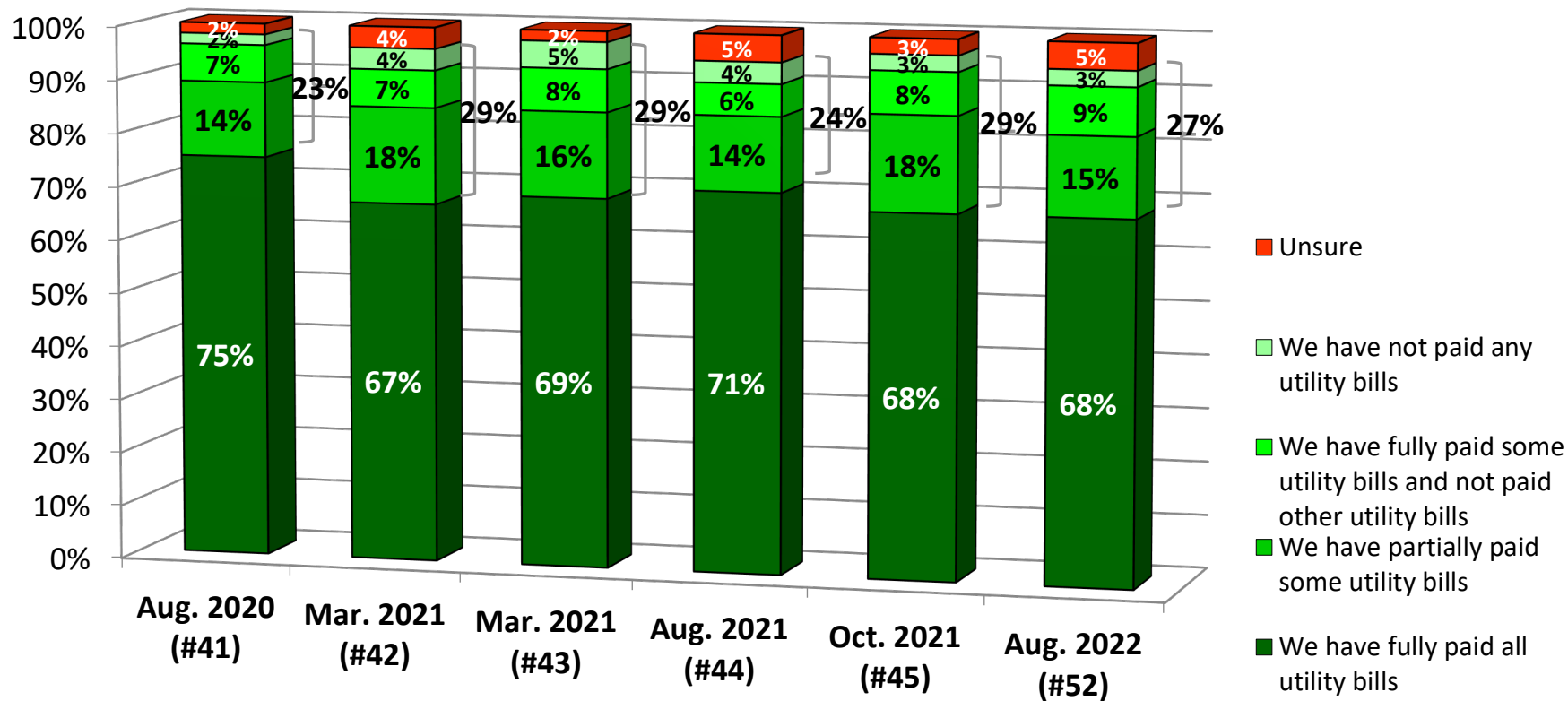


**Legend:**
- Unsure
- We have not paid any utility bills
- We have fully paid some utility bills and not paid other utility bills
- We have partially paid some utility bills
- We have fully paid all utility bills

**Data by period:**

| Category | Aug. 2020 (#41) | Mar. 2021 (#42) | Mar. 2021 (#43) | Aug. 2021 (#44) | Oct. 2021 (#45) | Aug. 2022 (#52) |
|---|---|---|---|---|---|---|
| Unsure | 2% | 4% | 2% | 5% | 3% | 5% |
| Not paid any | 2% | 4% | 5% | 4% | 3% | 3% |
| Fully paid some / not other | 7% | 7% | 8% | 6% | 8% | 9% |
| Partially paid some | 14% | 18% | 16% | 14% | 18% | 15% |
| Fully paid all | 75% | 67% | 69% | 71% | 68% | 68% |
| Bracket total | 23% | 29% | 29% | 24% | 29% | 27% |

Source: Various DEFG Low Income and Prepay Consumer Survey Reports conducted by Russell Research in 2020 and 2021. Available on request. Question: "During the COVID-19 pandemic, nearly every electric, gas, and water utility has adopted a policy of not disconnecting customers who do not pay the utility bill (not shutting off utility service for non-payment). Which of the following best describes whether your household has paid utility bills during the COVID-19 pandemic?"

# Concern About Utility Bills Higher Than COVID Peaks

**Level of Concern Among HHs Earning <$50K About Ability to Stay Current on Utility Bills Over Next 6 Months**
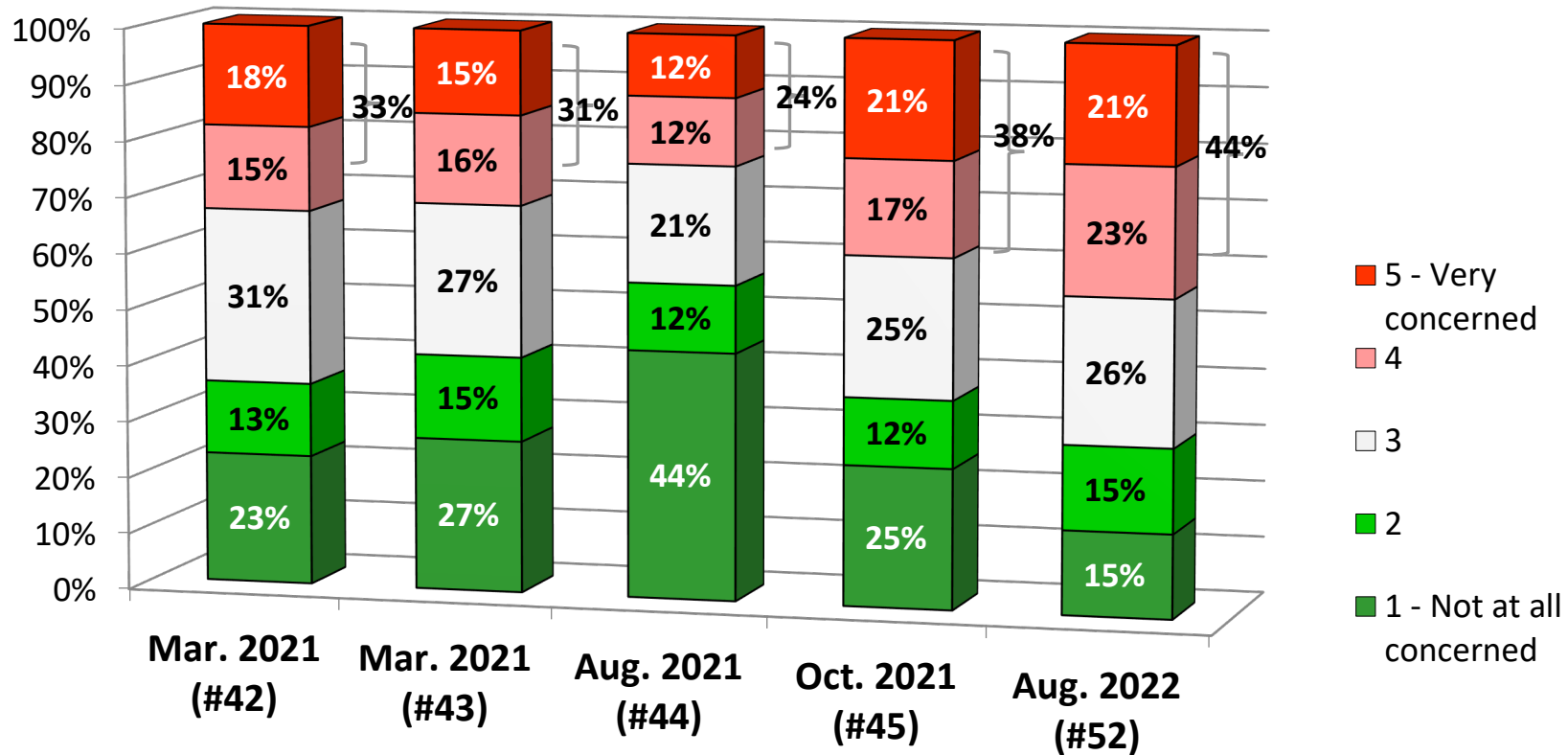DEFG's Low Income and Prepay Consumer Survey Reports, 2021-2022



Source: Various DEFG Low Income and Prepay Consumer Survey Reports conducted by Russell Research in 2020 and 2021. Available on request. Question: "How concerned are you about your household's ability to stay current on utility bill payments over the next six months?"

# Benefits of Clean Energy

# Five Statements on Clean Energy Benefits Tested

- Clean energy will reduce local pollution and improve health outcomes

- Clean energy will reduce climate change and slow global warming

- Clean energy will create good-paying jobs and help economic growth

- Clean energy will reduce energy costs and utility bills

- Clean energy will help the U.S. lead and compete in the international economy

# More Than 7 in 10 Americans "Agree Somewhat" or "Completely" that "Clean Energy Reduces Local Pollution and Improves Health"

**EQUITY IN A CLEAN ENERGY ECONOMY**

| | | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | **Total** | **18-34 -A-** | **35-54 -B-** | **55+ -C-** | **Under $25k -D-** | **$25k - $49k -E-** | **$50k - $99k -F-** | **$100k+ -G-** |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Clean energy will reduce local pollution and improve health outcomes | 72 | 74 | 71 | 73 | 64 | 74 D | 76 D | 76 D |
| Clean energy will reduce climate change and slow global warming | 66 | 69 | 66 | 63 | 61 | 70 D | 67 | 70 D |
| Clean energy will create good-paying jobs and help economic growth | 62 | 67 C | 61 | 57 | 59 | 58 | 62 | 71 DE |
| Clean energy will reduce energy costs and utility bills | 57 | 64 C | 60 C | 47 | 58 | 59 | 53 | 60 |
| Clean energy will help the U.S. lead and compete in the international economy | 57 | 60 | 54 | 56 | 52 | 57 | 55 | 66 DF |

C6. Please indicate how much you agree or disagree with each of the following statements. (Choices: Disagree Completely, Disagree Somewhat, Neither Agree nor Disagree, Agree Somewhat, Agree Completely. Top 2 displayed here.)

# Higher-income Americans (prior slide) and African Americans Are More Likely to Agree with Many of these Five Statements

EQUITY IN A CLEAN ENERGY ECONOMY

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| Clean energy will reduce local pollution and improve health outcomes | 72 | 71 | 74 | 82 H | 75 | 72 | 78 O | 75 O | 60 |
| Clean energy will reduce climate change and slow global warming | 66 | 64 | 75 H | 71 | 67 | 66 | 72 O | 68 O | 55 |
| Clean energy will create good-paying jobs and help economic growth | 62 | 60 | 75 H | 65 | 58 | 63 | 69 O | 63 O | 50 |
| Clean energy will reduce energy costs and utility bills | 57 | 54 | 75 HJ | 56 | 63 | 57 | 69 NO | 54 | 49 |
| Clean energy will help the U.S. lead and compete in the international economy | 57 | 55 | 67 HJ | 54 | 58 | 57 | 64 O | 59 O | 44 |

C6. Please indicate how much you agree or disagree with each of the following statements. (Choices: Disagree Completely, Disagree Somewhat, Neither Agree nor Disagree, Agree Somewhat, Agree Completely. Top 2 displayed here.)

# Perceptions of Clean Energy and Utility Bills
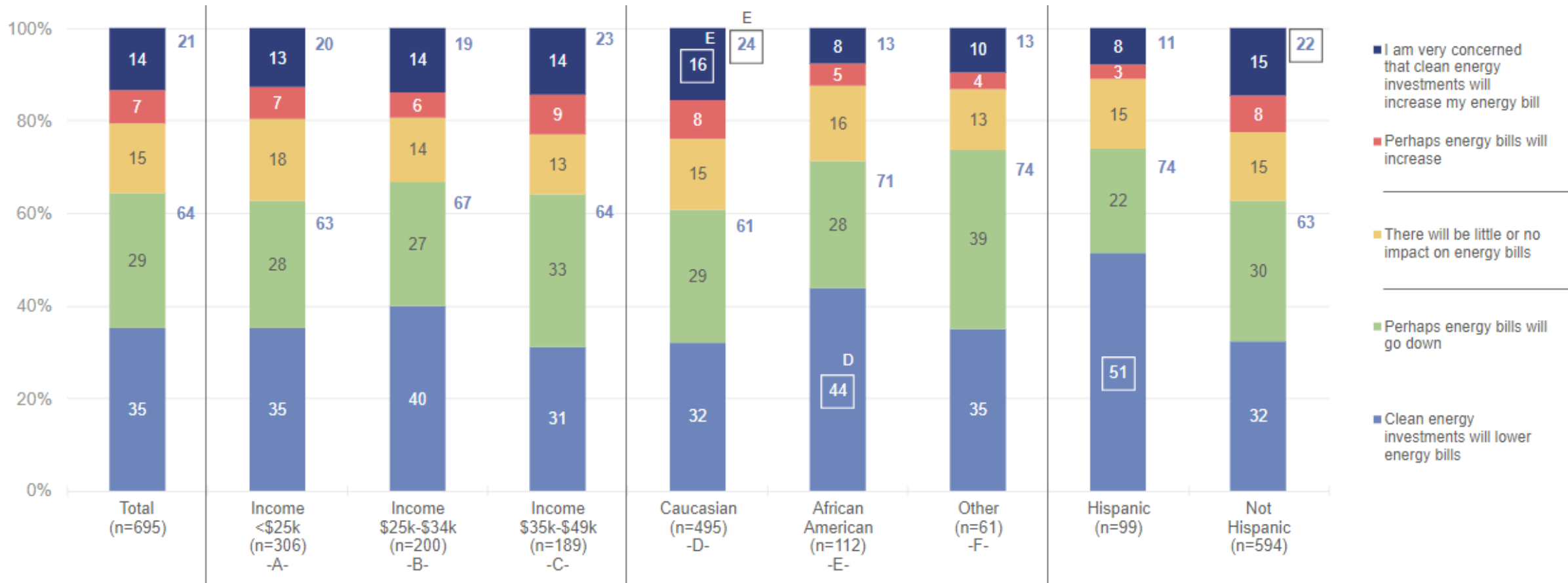


Base: Total Respondents
H1. Do you believe that utility investments in clean energy will benefit you and your family by making your energy bills more affordable?

# Perceptions of Clean Energy and Utility Bills (Cont'd.)



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Legend:
- I am very concerned that clean energy investments will increase my energy bill
- Perhaps energy bills will increase
- There will be little or no impact on energy bills
- Perhaps energy bills will go down
- Clean energy investments will lower energy bills
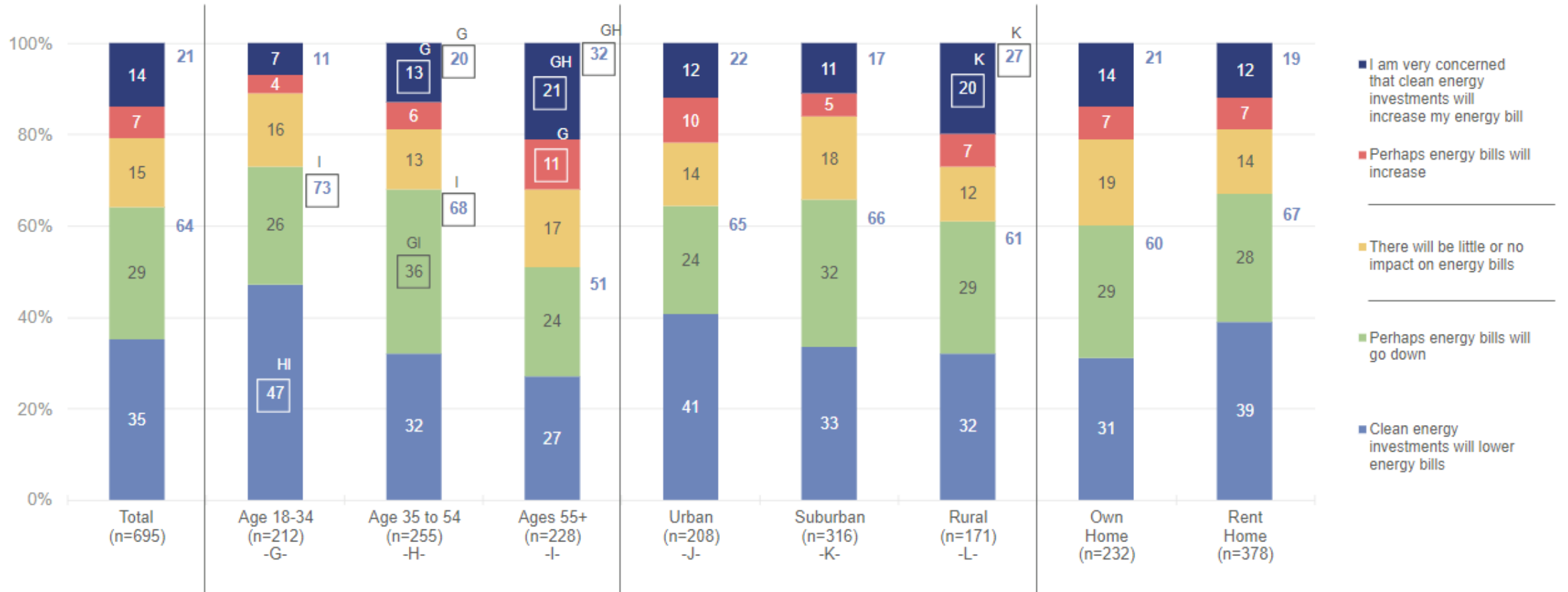
Base: Total Respondents
H1. Do you believe that utility investments in clean energy will benefit you and your family by making your energy bills more affordable?

# Half Are Concerned About Cost Shifting Onto Utility Bills

## African Americans and urban dwellers had highest levels of concern
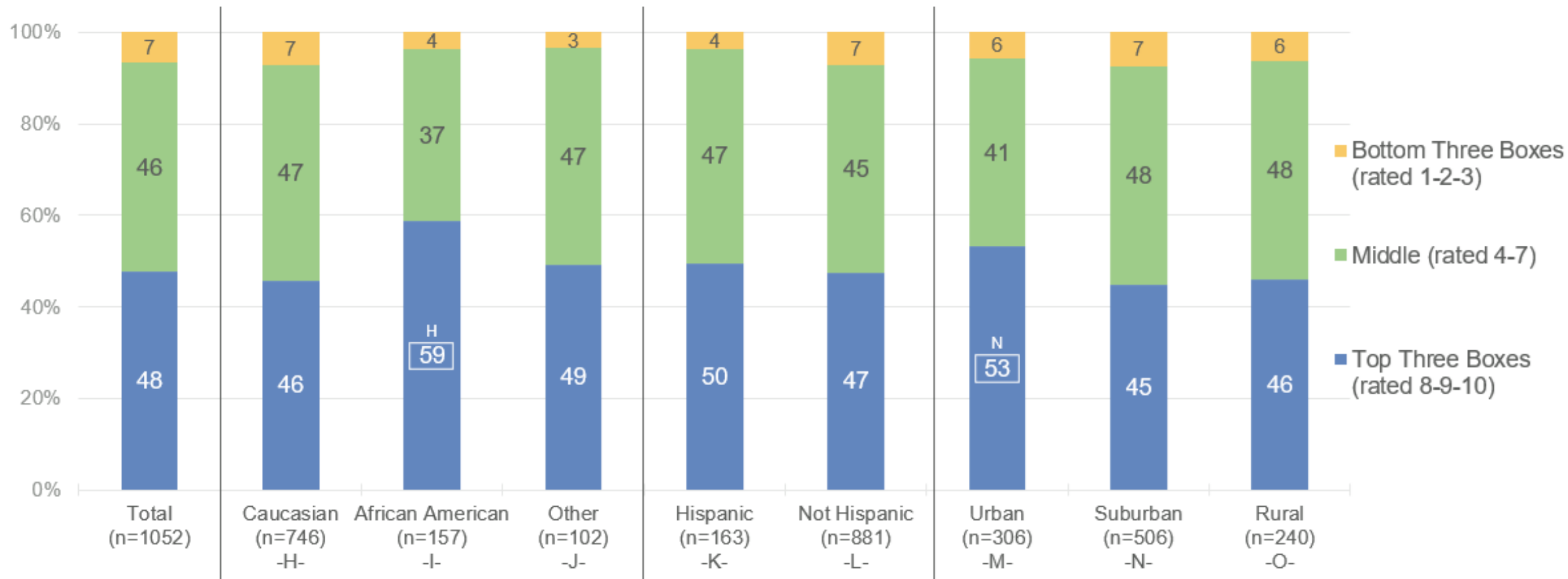


**Bottom Three Boxes (rated 1-2-3)**
**Middle (rated 4-7)**
**Top Three Boxes (rated 8-9-10)**

| Category | Bottom | Middle | Top |
|---|---|---|---|
| Total (n=1052) | 7 | 46 | 48 |
| Caucasian (n=746) -H- | 7 | 47 | 46 |
| African American (n=157) -I- | 4 | 37 | 59 (H) |
| Other (n=102) -J- | 3 | 47 | 49 |
| Hispanic (n=163) -K- | 4 | 47 | 50 |
| Not Hispanic (n=881) -L- | 7 | 45 | 47 |
| Urban (n=306) -M- | 6 | 41 | 53 (N) |
| Suburban (n=506) -N- | 7 | 48 | 45 |
| Rural (n=240) -O- | 6 | 48 | 46 |

Base: Total Respondents C12. How concerned are you that costs are being shifted onto your utility bill to invest in and maintain infrastructure to support renewable energy and electric vehicles? (Scale of 1 to 10.)

# Top Benefit To Community From Clean Energy Investments



EQUITY IN A CLEAN ENERGY ECONOMY

Legend:
- More revenue for community investments
- Improved electric reliability
- Improved health
- More jobs
- Better environment

| Category | More revenue | Improved electric reliability | Improved health | More jobs | Better environment |
|---|---|---|---|---|---|
| Total (n=695) | 10 | 12 | 14 | 15 | 48 |
| Income <$25k (n=306) -A- | 11 | 10 | 16 | B 19 | 44 |
| Income $25k-$34k (n=200) -B- | 8 | 13 | 12 | 10 | AC 58 |
| Income $35k-$49k (n=189) -C- | 11 | 16 | 14 | 14 | 45 |
| Caucasian (n=495) -D- | 11 | 12 | 12 | 17 | 48 |
| African American (n=112) -E- | 8 | 15 | D 21 | 10 | 46 |
| Other (n=61) -F- | 11 | 13 | 9 | 10 | 56 |
| Hispanic (n=99) | 9 | 9 | 21 | 12 | 50 |
| Not Hispanic (n=594) | 10 | 13 | 13 | 15 | 48 |

Base: Total Respondents
H2. What do you think will be the top benefit your community will gain from clean energy investments?

# Top 2 Priorities for Local Community

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| | Total | Income | | | Race | | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|
| | | Under $25k -A- | $25k - $34k -B- | $35k - $49k -C- | Caucasian -D- | African American -E- | Other -F- | Hispanic | Not Hispanic |
| Total Respondents | (695) | (306) | (200) | (189) | (495) | (112) | (61) | (99) | (594) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| Food and groceries | 43 | 45 | 40 | 45 | 45 | 38 | 42 | 32 | 45 |
| Air and water quality | 41 | 35 | 48 A | 44 | 41 | 31 | 58 DE | 42 | 41 |
| Health services | 38 | 40 | 40 | 32 | 36 | 44 | 42 | 44 | 37 |
| Jobs | 37 | 36 | 35 | 41 | 37 | 47 F | 27 | 39 | 37 |
| Policing and safety | 31 | 31 | 29 | 33 | 33 | 28 | 22 | 35 | 31 |
| Public transportation | 9 | 12 C | 8 | 5 | 8 | 11 | 9 | 8 | 9 |

H6.  From your perspective, what should the priorities of your local community be? Pick your top two priorities.

# Statements on Fairness of Clean Energy Investments

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# Four Statements on Fairness Tested

- Fairness requires inclusion of everyone in project decision making

- Fairness requires tradeoffs between people today and people in future generations

- Fairness requires distributing today's project benefits and burdens to everyone

- Fairness requires considering past burdens to distribute today's benefits

EQUITY IN A CLEAN ENERGY ECONOMY

# Nearly 7 in 10 Americans "Agree Somewhat" or "Completely" that "Fairness Requires Inclusion of Everyone in Decision Making"

### Those under 55 were more likely to agree that "fairness requires considering past burdens to distribute today's benefits"

| | | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | Total | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Fairness requires inclusion of everyone in project decision making | 68 | 64 | 69 | 71 | 62 | 71 | 68 | 75 D |
| Fairness requires tradeoffs between people today and people in future generations | 59 | 60 | 60 | 57 | 52 | 58 | 63 D | 66 D |
| Fairness requires distributing today's project benefits and burdens to everyone | 57 | 59 | 57 | 56 | 54 | 56 | 61 | 61 |
| Fairness requires considering past burdens to distribute today's benefits | 53 | 60 C | 55 C | 41 | 50 | 54 | 54 | 54 |

C7. Please indicate how much you agree or disagree with each of the following statements. (Choices: Disagree Completely, Disagree Somewhat, Neither Agree nor Disagree, Agree Somewhat, Agree Completely. Top 2 displayed here.)

EQUITY IN A CLEAN ENERGY ECONOMY

# Approximately Half Support Biden Administration's Goal of Ensuring 40% of Benefits from Clean Energy Investments Benefits Disadvantaged Communities

Over half of those under age 55 support this goal
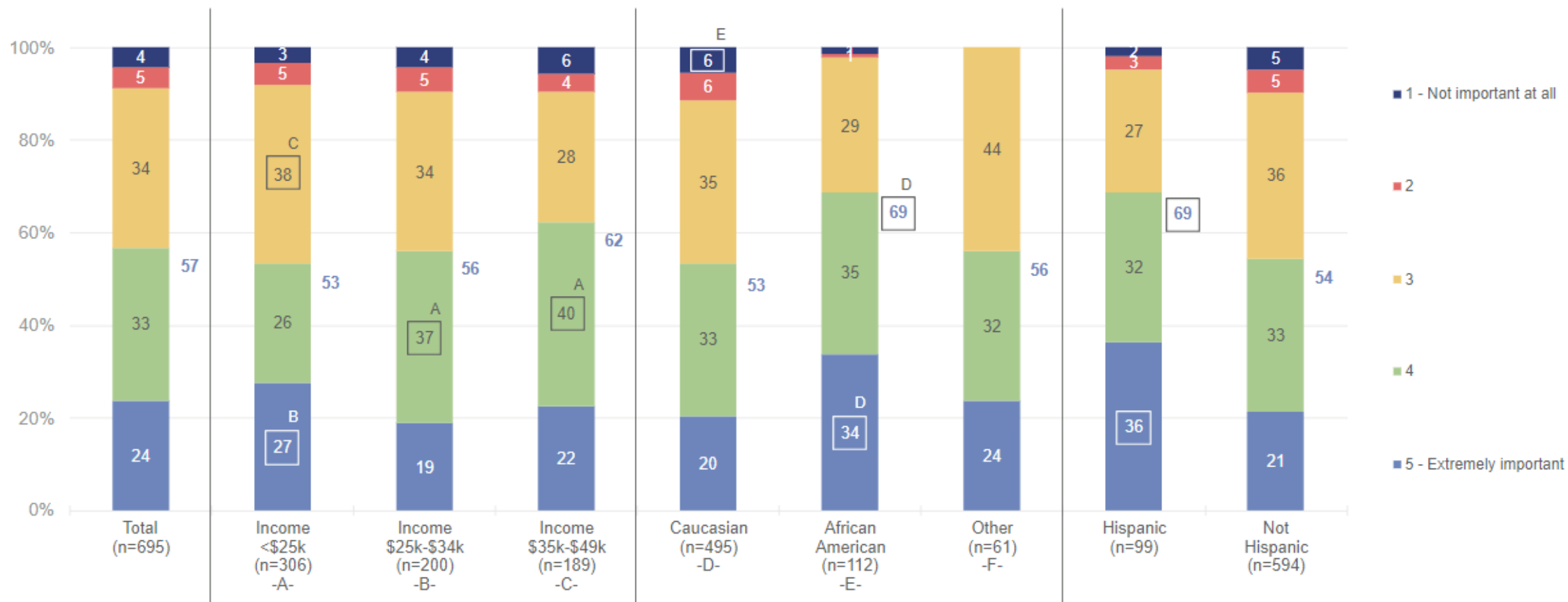Approximately two-thirds of African Americans also support this goal
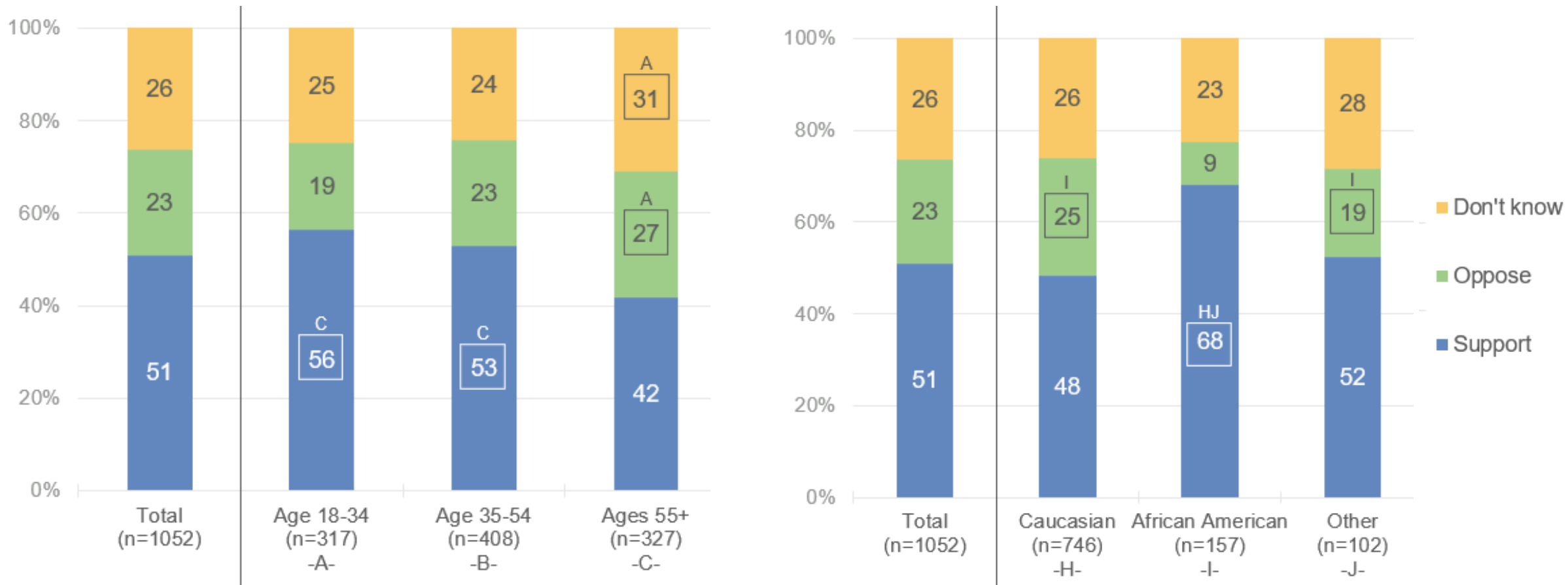


Base: Total Respondents C9. The Biden administration has a goal of ensuring 40% of benefits from clean energy investments will benefit disadvantaged communities. Do you support or oppose this goal?
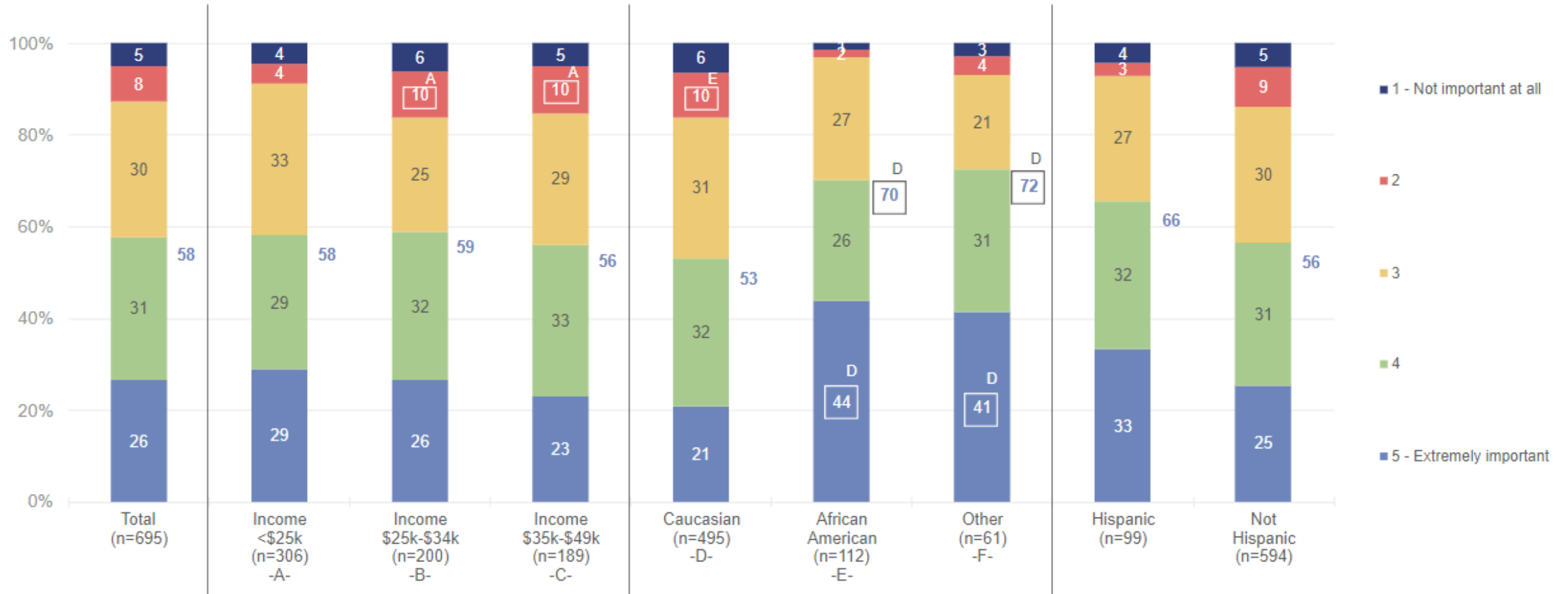
# Importance Of "Equity"

Base: Total Respondents

H3. There has been a lot of discussion of "equity." Equity means different things to different people. On a scale of 1 to 5, where "1" is not important at all and "5" is extremely important, how important is "equity" to you personally?

# Importance Of "Environmental Justice"

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Legend:
- 1 - Not important at all
- 2
- 3
- 4
- 5 - Extremely important

| | Total (n=695) | Income <$25k (n=306) -A- | Income $25k-$34k (n=200) -B- | Income $35k-$49k (n=189) -C- | Caucasian (n=495) -D- | African American (n=112) -E- | Other (n=61) -F- | Hispanic (n=99) | Not Hispanic (n=594) |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 5 | 4 | 6 | 5 | 6 | 2 | 3 | 4 | 5 |
| 2 | 8 | 4 | 10 (A) | 10 (A) | 10 (E) | | 4 | 3 | 9 |
| 3 | 30 | 33 | 25 | 29 | 31 | 27 | 21 | 27 | 30 |
| 4 | 31 | 29 | 32 | 33 | 32 | 26 | 31 | 32 | 31 |
| 5 | 26 | 29 | 26 | 23 | 21 | 44 (D) | 41 (D) | 33 | 25 |
| Top-2 (4+5) | 58 | 58 | 59 | 56 | 53 | 70 (D) | 72 (D) | 66 | 56 |

Base:   Total Respondents

H4.   There has been a lot of discussion of "environmental justice." Environmental justice also means different things to different people. On a scale of 1 to 5, where "1" is not important at all and "5" is extremely important, how important is "environmental justice" to you personally?

99

# Ranking of Clean Energy Investment Statements

# Five Statements on Clean Energy Investments Tested

- The benefits of clean energy investments should be available to everyone

- The costs of clean energy investments should be fairly and equally shared by everyone

- Clean energy investments should benefit low-income customers and communities regardless of racial or ethnic considerations

- The costs and benefits of clean energy investment should be determined by market forces and not government policy

- Given past decision and impact on minority communities, future clean energy investments should show a greater benefit to minority communities

EQUITY IN A CLEAN ENERGY ECONOMY

# Demographics Drive Rankings of Alternative Clean Energy Investment Strategies

**Younger- and Lower-Income-Adults Prefer Statements that Mention Low-Income Community Benefits**

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| | | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | Total | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| The benefits of clean energy investments should be available to everyone | 73 | 65 | 71 | 84 AB | 70 | 69 | 75 | 77 |
| The costs of clean energy investments should be fairly and equally shared by everyone | 65 | 56 | 63 | 77 AB | 60 | 62 | 71 DE | 64 |
| Clean energy investments should benefit low-income customers and communities, regardless of racial or ethnic considerations | 61 | 67 C | 60 | 54 | 66 G | 65 G | 57 | 52 |
| The costs and benefits of clean energy investments should be determined by market forces and not by government policy | 58 | 56 | 60 | 56 | 54 | 57 | 59 | 64 D |
| Given past decisions and impacts on minority communities, future clean energy investments should show a greater benefit to minority communities | 44 | 55 BC | 46 C | 29 | 50 F | 46 F | 37 | 42 |

C8. Please rank the following five statements on your agreement with them, from the one that you agree with the most at the top to the one that you agree with the least at the bottom. (Rank the statements 1 to 5. Top 3 displayed here.)

# Demographics Drive Ranking of Alternative Clean Energy Investment Statements (continued)
## Minorities Prefer Statements that Mention Benefits to Minority Communities

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| The benefits of clean energy investments should be available to everyone | 73 | 75 | 68 | 73 | 66 | 74 | 67 | 75 M | 75 |
| The costs of clean energy investments should be fairly and equally shared by everyone | 65 | 67 | 59 | 59 | 66 | 65 | 58 | 67 M | 68 M |
| Clean energy investments should benefit low-income customers and communities, regardless of racial or ethnic considerations | 61 | 58 | 70 H | 63 | 66 | 60 | 66 O | 59 | 56 |
| The costs and benefits of clean energy investments should be determined by market forces and not by government policy | 58 | 60 I | 50 | 57 | 49 | 59 | 54 | 58 | 63 M |
| Given past decisions and impacts on minority communities, future clean energy investments should show a greater benefit to minority communities | 44 | 40 | 54 H | 48 | 52 | 42 | 54 NO | 41 | 38 |

C8. Please rank the following five statements on your agreement with them, from the one that you agree with the most at the top to the one that you agree with the least at the bottom. (Rank the statements 1 to 5. Top 3 displayed here.)

# Evaluating Six Clean Energy Investment Goals

# "Improving Air and Water Quality" and "Lowering Utility Bills" Ranked Highest Among Six Clean Energy Investment Goals

## Lowest ranked was "Increase Grid Reliability" with one third ranking it among the top three

## "Create Good Paying Jobs" ranked higher among younger and lower-income consumers

| | Total | Age | | | Household Income | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Improve air and water quality | 66 | 65 | 66 | 67 | 63 | 65 | 65 | 70 |
| Lower my utility bills | 56 | 53 | 61 | 54 | 63 G | 60 G | 56 G | 45 |
| Conserve natural resources | 50 | 47 | 50 | 52 | 48 | 46 | 55 E | 51 |
| Slow climate change | 50 | 50 | 47 | 54 | 46 | 49 | 50 | 56 D |
| Create good paying jobs | 44 | 53 BC | 44 C | 34 | 52 FG | 46 G | 40 | 36 |
| Increase grid reliability | 34 | 32 | 33 | 38 | 28 | 34 | 34 | 41 D |

C10. Consider the importance of different goals for clean energy investments and infrastructure investments for an electric grid. Please rank the following six statements on their importance to you, from the one that is most important at the top to the one that is least important to you at the bottom. (Rank the statements 1 to 6. Top 3 displayed here.)

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# Importance Ranking of Clean Energy Investment Goals (Cont'd.)
# Ranked 1st/2nd/3rd Summary

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| Improve air and water quality | 66 | 64 | 71 | 73 | 62 | 67 | 65 | 68 | 62 |
| Lower my utility bills | 56 | 57 | 57 | 57 | 58 | 56 | 56 | 54 | 62 |
| Conserve natural resources | 50 | 51 I | 37 | 56 I | 51 | 50 | 50 | 49 | 50 |
| Slow climate change | 50 | 50 | 49 | 46 | 49 | 50 | 51 | 52 O | 43 |
| Create good paying jobs | 44 | 41 | 58 HJ | 42 | 52 | 43 | 46 | 43 | 44 |
| Increase grid reliability | 34 | 37 I | 28 | 27 | 28 | 35 | 32 | 33 | 39 |

C10. Consider the importance of different goals for clean energy investments and infrastructure investments for an electric grid. Please rank the following six statements on their importance to you, from the one that is most important at the top to the one that is least important to you at the bottom. (Rank the statements 1 to 6. Top 3 displayed here.)

# Importance of Environment-Friendly Utility Practices

# Importance That Utility Reduces Emissions and Supports Environment-Friendly Practices
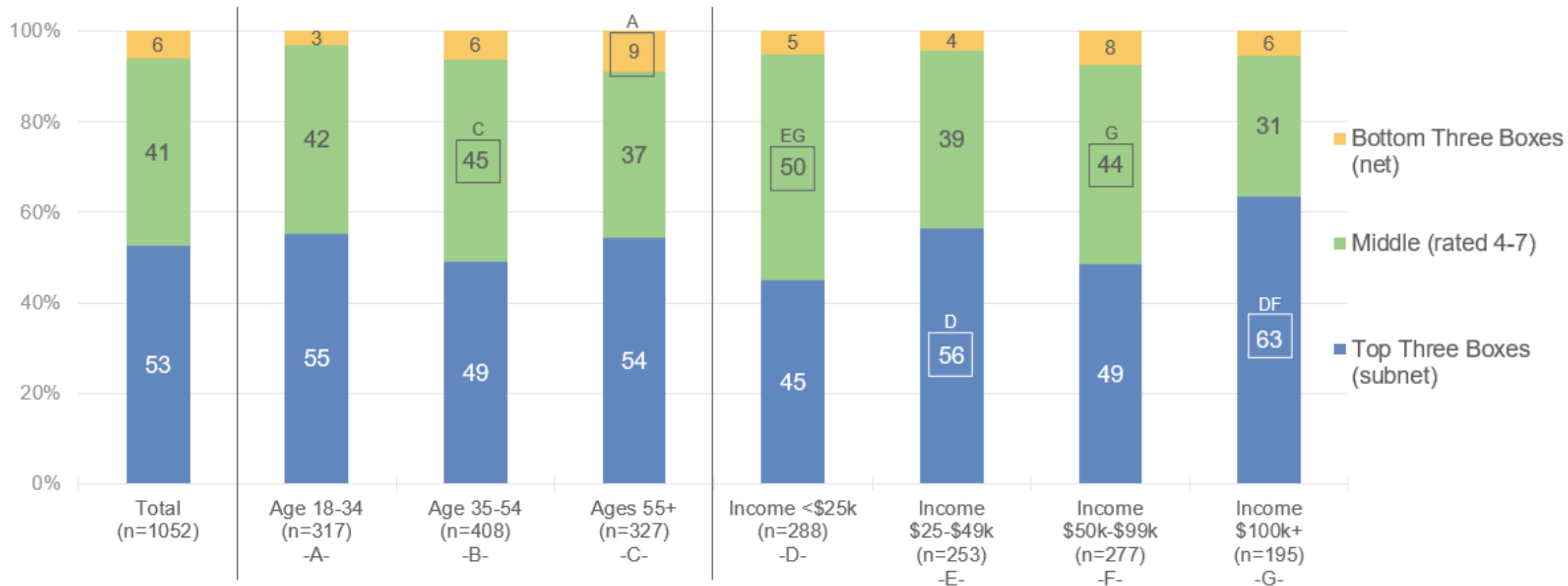


Base: Total Respondents C11. How important is it to you that your electric utility reduce emissions and support environment-friendly practices? (Scale of 1 to 10.)

# Importance That Utility Reduces Emissions and Supports Environment-Friendly Practices (Cont'd.)
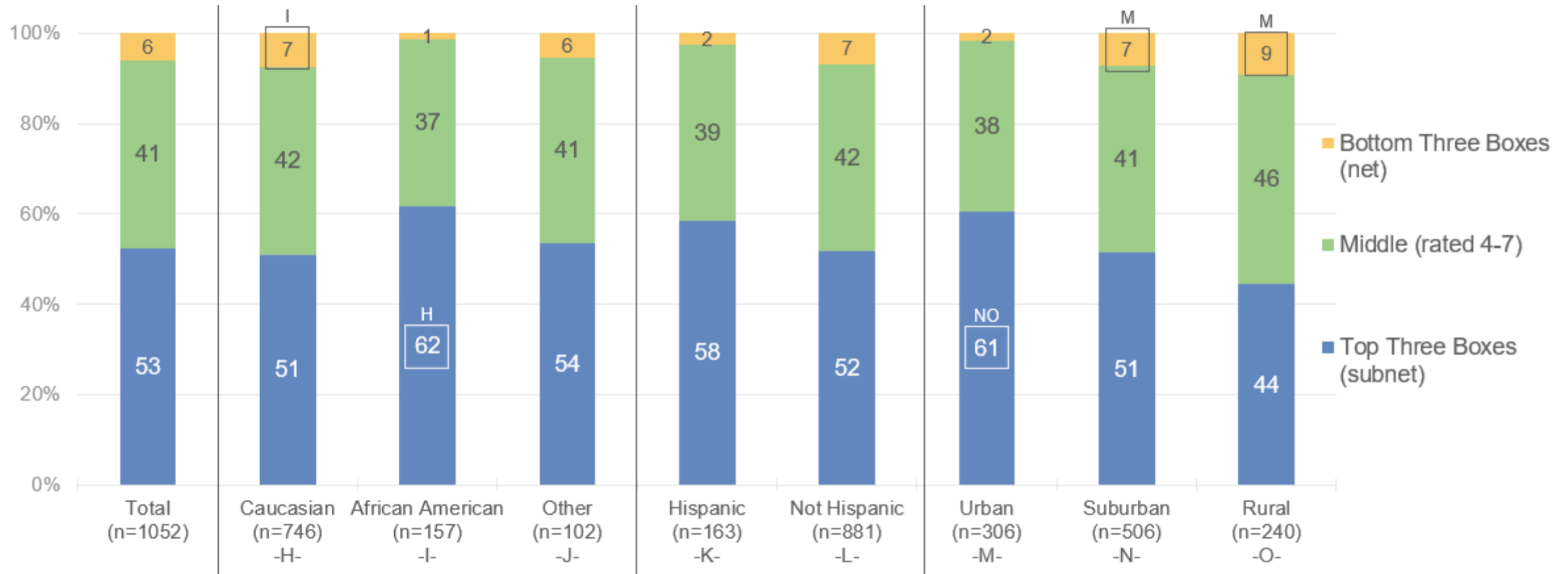


Base: Total Respondents C11. How important is it to you that your electric utility reduce emissions and support environment-friendly practices? (Scale of 1 to 10.)

# Global Climate Change and the Future

110

# Six in Ten Believe Global Climate Change Currently Affects their Community to Some Extent

Younger Americans and those with incomes <$100K more likely to believe this
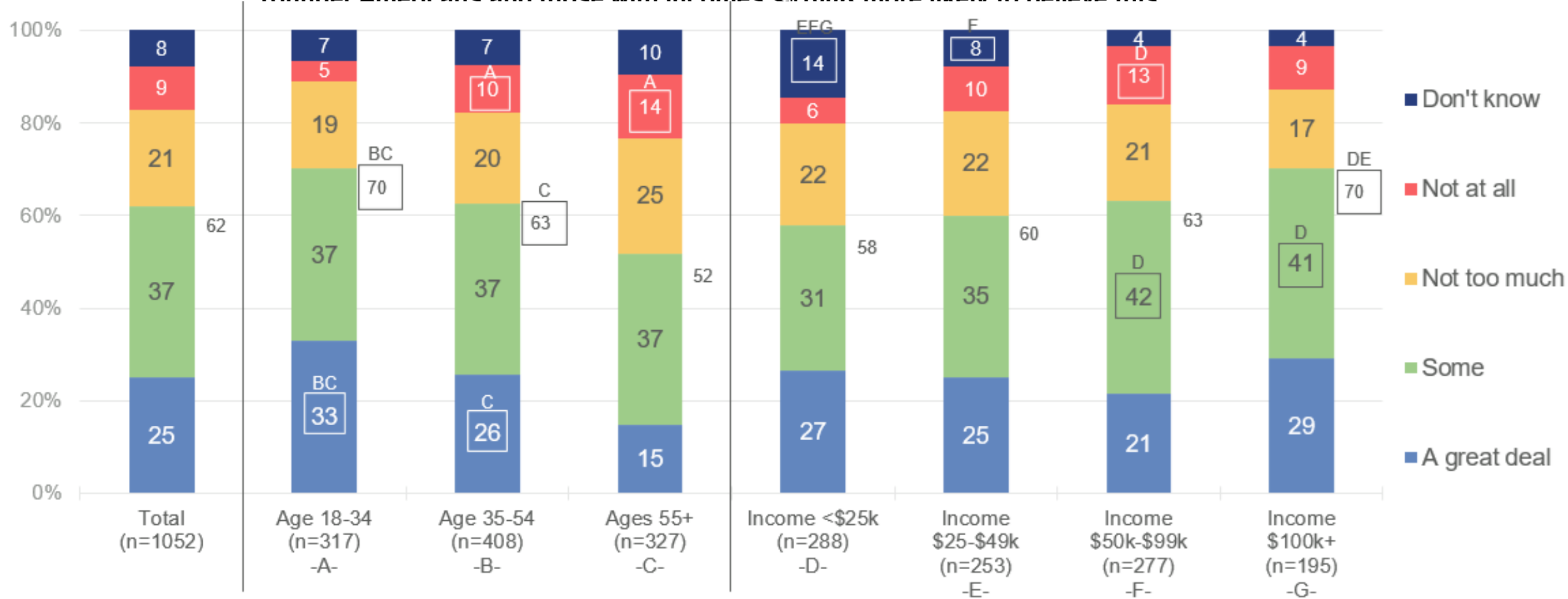
Base: Total Respondents C14. How much, if at all, do you think global climate change is currently affecting your local community?

# Six in Ten Believe Global Climate Change Currently Affects their Community to Some Extent (continued)
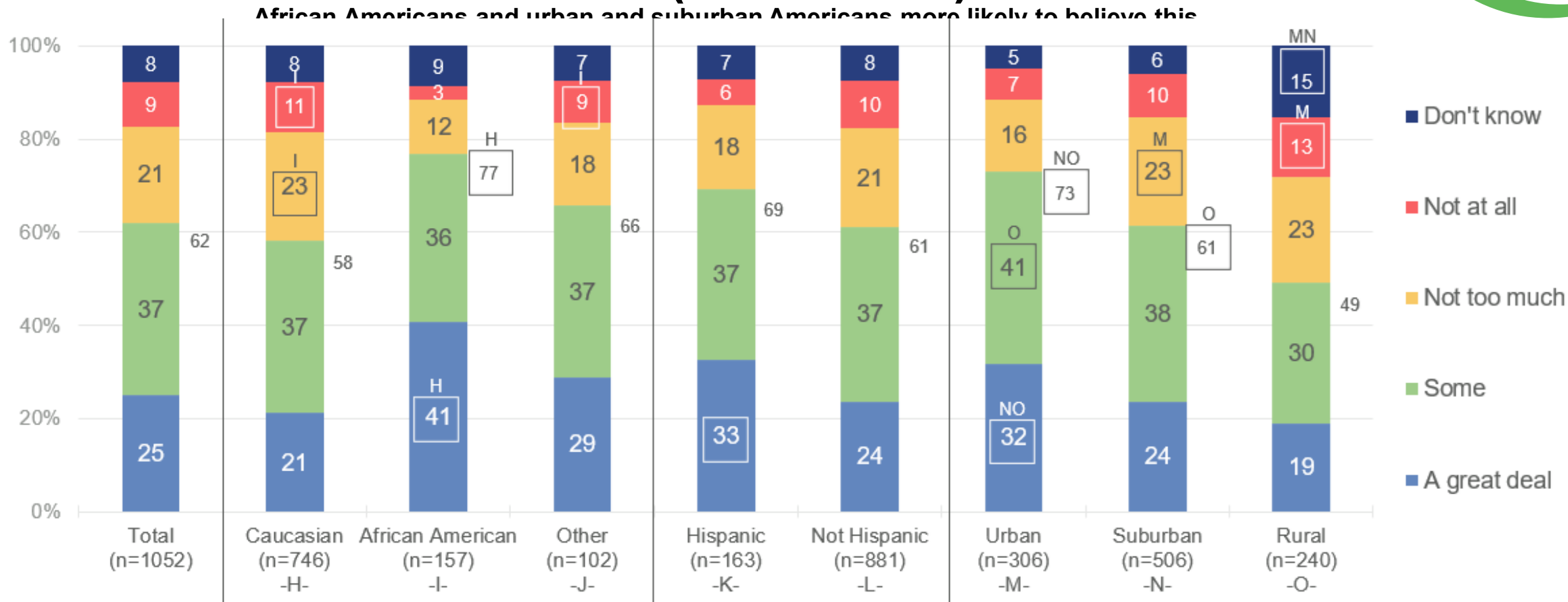
African Americans and urban and suburban Americans more likely to believe this



Base: Total Respondents C14. How much, if at all, do you think global climate change is currently affecting your local community?

# Recommendations

# Recommendations

It is in everyone's best interest to focus on maintaining affordability of utility bills. There needs to be a clearer explanation of the impact of clean energy on utility bills, especially for those customers already struggling. The role and motivation of the utility also needs to be made more transparent. Cleaner communities lead to healthier communities.  There is evidence this could be a very effective guide to decision-making and messaging. Segmentation of approaches and communications will be important. Neighborhood-level approaches should be used when possible.

# Closing Thoughts

It is going to be a hard balancing act to maintain affordability in the utility sector and making investments in clean energy that will require a significant amount of investment in infrastructure and other costs to support those investments.  Poorer Americans could bear the brunt of those costs through the utility tariff, thus the concern over cost-shifting. We need to be transparent and open about the cost-benefit equation of clean energy.

Achieving equity is equally challenging.  Most Americans believe in the importance of equity and environmental justice; however, they are viewing those terms through different perspectives.  We should embrace those differences, realizing that they are real, based oftentimes on experience, and strongly felt.  Through our differences, we may find a better way to come together.

# Appendices

# Questions, Survey Conducted May 20-23, 2022

C1. What three words or phrases come to mind when you hear someone say, "clean energy"? (INCLUDE 3 BOXES. HAVE RESPONDENT ENTER ONE ANSWER IN EACH.)

C2. What three words or phrases come to mind when you hear someone say, "energy justice"? (ALLOW RESPONDENT TO ENTER VERBATIM)

C3. Please rank the following six words on how much you associate each with the word "equity", from the one you most associate with "equity" at the top, to the one you least associate with "equity" at the bottom. (RANDOMIZE WORDS.  HAVE RESPONDENT RANK FROM 1 – 6 USING DRAG & DROP.)

- o Fairness
- o Integrity
- o Justice
- o Reasonableness
- o Equality
- o Restitution

C4. Next please rank the following seven words on how much you associate each with the word "justice", from the one you most associate with "justice" at the top, to the one you least associate with "justice" at the bottom. (RANDOMIZE WORDS. HAVE RESPONDENT RANK FROM 1 – 7 USING DRAG & DROP.)

- o Authority
- o Due process
- o Honesty
- o Integrity
- o Law
- o Right
- o Truth

C5. Below is a list of pairs of words that might be used when discussing energy programs. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (RANDOMIZE PAIRS OF STATEMENTS AND POSITION OF STATEMENTS WITHIN PAIR. ALLOW ONE ANSWER FOR EACH. DO NOT SHOW NUMBER SCALE (1 to 7).)

- Equity — Justice
- Clean — Renewable
- Green — Clean
- Stable — Predictable
- Infrastructure — Investment
- Local — Community
- Compassionate — Caring
- Discount — Incentive
- Sustainable — Renewable
- Control — Manage
- Climate Change — Global Warming

C6. Please indicate how much you agree or disagree with each of the following statements. (RANDOMIZE & ALLOW ONE ANSWER FOR EACH) (1 Disagree Completely; 2 Disagree Somewhat; 3Neither Agree nor Disagree; 4 Agree Somewhat; 5 Agree Completely)

- Clean energy will reduce energy costs and utility bills
- Clean energy will create good-paying jobs and help economic growth
- Clean energy will reduce local pollution and improve health outcomes
- Clean energy will reduce climate change and slow global warming
- Clean energy will help the U.S. lead and compete in the international economy

C7. Please indicate how much you agree or disagree with each of the following statements. (RANDOMIZE & ALLOW ONE ANSWER FOR EACH) (1 Disagree Completely; 2 Disagree Somewhat; 3Neither Agree nor Disagree; 4 Agree Somewhat; 5 Agree Completely)

- Fairness requires considering past burdens to distribute today's benefits
- Fairness requires distributing today's project benefits and burdens to everyone
- Fairness requires inclusion of everyone in project decision making
- Fairness requires tradeoffs between people today and people in future generations

C8. Please rank the following five statements on your agreement with them, from the one that you agree with the most at the top to the one that you agree with the least at the bottom. (RANDOMIZE STATEMENTS. HAVE RESPONDENT RANK FROM 1 – 5 USING DRAG & DROP.)

o The costs of clean energy investments should be fairly and equally shared by everyone

o The benefits of clean energy investments should be available to everyone

o Given past decisions and impacts on minority communities, future clean energy investments should show a greater benefit to minority communities

o Clean energy investments should benefit low-income customers and communities, regardless of racial or ethnic considerations

o The costs and benefits of clean energy investments should be determined by market forces and not by government policy

C9. The Biden administration has a goal of ensuring 40% of benefits from clean energy investments will benefit disadvantaged communities. Do you support or oppose this goal? (ALLOW ONE ANSWER)

o Support
o Oppose
o Don't know

C10. Consider the importance of different goals for clean energy investments and infrastructure investments for an electric grid. Please rank the following six statements on their importance to you, from the one that is most important at the top to the one that is least important to you at the bottom. (RANDOMIZE STATEMENTS. HAVE RESPONDENT RANK FROM 1 – 6 USING DRAG & DROP.)

o Lower my utility bills
o Slow climate change
o Create good paying jobs
o Increase grid reliability
o Improve air and water quality
o Conserve natural resources

# Questions, Survey Conducted May 20-23 (continued)

C11. How important is it to you that your electric utility reduce emissions and support environment-friendly practices? (ALLOW ONE ANSWER.)

    Not Important At All                  Extremely Important

    -1-   -2-   -3-   -4-   -5-   -6-   -7-   -8-   -9-   -10-

C12. How concerned are you that costs are being shifted onto your utility bill to invest in and maintain infrastructure to support renewable energy and electric vehicles? (ALLOW ONE ANSWER.)

    Not Concerned At All                 Extremely Concerned

    -1-   -2-   -3-   -4-   -5-   -6-   -7-   -8-   -9-   -10-

C13. Looking to the future 50 years from now, which of the following do you think is more likely to happen in the U.S.? (RANDOMIZE AND ALLOW ONE ANSWER)
- New technology will be able to address most of the problems caused by global climate change
- Major changes to everyday life will be needed to address the problems caused by global climate change
- Don't know

C14. How much, if at all, do you think global climate change is currently affecting your local community? (ALLOW ONE ANSWER)
- A great deal
- Some
- Not too much
- Not at all
- Don't know

C15. Which, if any, of the following describes someone in your household? (RANDOMIZE & ALLOW MULTIPLE ANSWERS.)
- Someone has a medical need that requires thermal comfort (warmth or coolness)
- Someone uses a medical device that requires reliable electricity
- Someone is a young child or an elderly person who requires reliable utility service (water, electricity, etc.)
- Someone works from home and requires reliable utility service
- Someone has a very strong preference regarding thermal comfort (warmth or coolness)
- None of the above

# Demographics (1 of 6)

| | | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | Total | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| **Gender** | | | | | | | | |
| Male | 49 | 49 | 49 | 49 | 36 | 47 D | 56 DE | 64 DE |
| Female | 51 | 51 | 51 | 51 | 64 EFG | 53 FG | 44 | 36 |
| | | | | | | | | |
| **Mean Age** | 45.0 | 27.1 | 43.0 A | 67.9 AB | 41.4 | 43.6 | 46.9 DE | 48.7 DE |
| | | | | | | | | |
| **Marital Status** | | | | | | | | |
| Married | 48 | 32 | 50 A | 64 AB | 33 | 38 | 51 DE | 76 DEF |
| Not Married | 51 | 66 BC | 50 C | 36 | 66 FG | 62 FG | 48 G | 23 |
| | | | | | | | | |
| **Mean Household Size** | 2.8 | 3.2 C | 3.0 C | 2.2 | 2.8 | 2.7 | 2.9 | 3.0 E |
| | | | | | | | | |
| **Presence of Children** | | | | | | | | |
| Children Present | 37 | 49 C | 48 C | 9 | 33 | 33 | 38 | 48 DEF |
| No Children Present | 63 | 51 | 52 | 91 AB | 67 G | 67 G | 62 G | 52 |
| | | | | | | | | |
| **Parent Of Children In Household** | | | | | | | | |
| Parent | 33 | 40 C | 46 C | 6 | 26 | 29 | 35 D | 47 DEF |
| Not the Parent | 67 | 60 | 54 | 94 AB | 74 FG | 71 G | 65 G | 53 |

# Demographics (2 of 6)

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| **Gender** | | | | | | | | | |
| Male | 49 | 49 | 50 | 51 | 50 | 49 | 48 | 53 O | 42 |
| Female | 51 | 51 | 50 | 49 | 50 | 51 | 52 | 47 | 58 N |
| | | | | | | | | | |
| **Mean Age** | 45.0 | 47.7 IJ | 39.5 | 38.7 | 35.5 | 46.8 | 40.4 | 46.9 M | 46.9 M |
| | | | | | | | | | |
| **Marital Status** | | | | | | | | | |
| Married | 48 | 52 I | 32 | 46 I | 35 | 50 | 45 | 48 | 52 |
| Not Married | 51 | 47 | 68 HJ | 54 | 63 | 50 | 54 | 52 | 46 |
| | | | | | | | | | |
| **Mean Household Size** | 2.8 | 2.8 | 2.8 | 3.0 | 3.1 | 2.8 | 2.8 | 2.8 | 3.0 N |
| | | | | | | | | | |
| **Presence of Children** | | | | | | | | | |
| Children Present | 37 | 35 | 40 | 43 | 45 | 35 | 45 N | 32 | 36 |
| No Children Present | 63 | 65 | 60 | 57 | 55 | 65 | 55 | 68 M | 64 |
| | | | | | | | | | |
| **Parent Of Children In Household** | | | | | | | | | |
| Parent | 33 | 31 | 36 | 38 | 37 | 32 | 42 NO | 29 | 30 |
| Not the Parent | 67 | 69 | 64 | 62 | 63 | 68 | 58 | 71 M | 70 M |

# Demographics (3 of 6)

| | Total | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| **Education** | | | | | | | | |
| No College | 33 | 36 C | 33 | 27 | 53 EFG | 36 FG | 26 G | 9 |
| College | 67 | 63 | 66 | 73 A | 46 | 64 D | 74 DE | 91 DEF |
| | | | | | | | | |
| **Employment** | | | | | | | | |
| Employed | 55 | 69 C | 67 C | 20 | 35 | 62 D | 62 D | 67 D |
| Not Employed | 44 | 29 | 31 | 80 AB | 63 EFG | 37 | 38 | 33 |
| | | | | | | | | |
| **Household Income** | | | | | | | | |
| Mean (In thousands) | 64.9 | 56.3 | 66.1 A | 73.1 A | 14.5 | 36.9 D | 72.4 DE | 153.4 DEF |
| Median (In thousands) | 48.0 | 39.8 | 49.0 | 58.4 | 14.1 | 36.3 | 70.7 | 143.0 |
| | | | | | | | | |
| **Home Ownership** | | | | | | | | |
| Rent | 41 | 57 BC | 40 C | 23 | 61 FG | 52 FG | 32 G | 14 |
| Own | 52 | 35 | 51 A | 73 AB | 26 | 41 D | 64 DE | 85 DEF |
| Other | 7 | 9 C | 8 C | 4 | 13 EFG | 7 | 4 | 2 |
| | | | | | | | | |
| **Type Of Community** | | | | | | | | |
| Urban | 29 | 36 C | 32 C | 19 | 34 | 31 | 26 | 29 |
| Suburban | 47 | 42 | 46 | 55 AB | 37 | 41 | 50 DE | 62 DEF |
| Rural | 23 | 22 | 22 | 26 | 29 G | 29 G | 24 G | 9 |

# Demographics (4 of 6)

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| **Education** | | | | | | | | | |
| No College | 33 | 32 | 40 HJ | 27 | 32 | 33 | 34 N | 26 | 44 MN |
| College | 67 | 68 I | 60 | 71 | 68 | 67 | 66 O | 73 MO | 55 |
| | | | | | | | | | |
| **Employment** | | | | | | | | | |
| Employed | 55 | 53 | 59 | 63 | 66 | 53 | 65 NO | 54 O | 42 |
| Not Employed | 44 | 47 J | 38 | 35 | 34 | 46 | 33 | 46 M | 55 MN |
| | | | | | | | | | |
| **Household Income** | | | | | | | | | |
| Mean (In thousands) | 64.9 | 69.6 I | 44.1 | 66.0 I | 55.4 | 66.9 | 63.7 O | 74.9 MO | 46.5 |
| Median (In thousands) | 48.0 | 54.2 | 33.4 | 45.4 | 33.7 | 50.7 | 43.2 | 59.6 | 35.8 |
| | | | | | | | | | |
| **Home Ownership** | | | | | | | | | |
| Rent | 41 | 34 | 67 HJ | 47 H | 53 | 38 | 58 NO | 34 | 32 |
| Own | 52 | 59 IJ | 29 | 44 I | 38 | 55 | 39 | 59 M | 55 M |
| Other | 7 | 7 | 5 | 9 | 10 | 6 | 3 | 7 M | 13 MN |
| | | | | | | | | | |
| **Type Of Community** | | | | | | | | | |
| Urban | 29 | 24 | 50 HJ | 29 | 42 | 27 | 100 NO | - | - |
| Suburban | 47 | 49 I | 37 | 60 HI | 43 | 48 | - | 100 MO | - |
| Rural | 23 | 27 IJ | 13 | 10 | 15 | 24 | - | - | 100 MN |

EQUITY IN A CLEAN ENERGY ECONOMY

# Demographics (5 of 6)

| | Total | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| **Hispanic Origin Or Descent** | | | | | | | | |
| Hispanic | 15 | 24 BC | 15 C | 5 | 20 FG | 16 | 12 | 11 |
| Not Hispanic | 84 | 74 | 84 A | 95 AB | 78 | 83 | 88 D | 88 D |
| | | | | | | | | |
| **Ethnic Background** | | | | | | | | |
| Caucasian | 72 | 63 | 67 | 89 AB | 64 | 68 | 78 DE | 81 DE |
| African-American | 13 | 17 C | 15 C | 7 | 17 FG | 19 FG | 10 G | 5 |
| Asian/Pacific Islander | 6 | 6 C | 8 C | 2 | 5 | 4 | 6 | 8 |
| Mixed ethnic background | 2 | 2 | 3 C | 1 | 3 | 3 | 1 | 1 |
| Native American | 2 | 2 C | 3 C | - | 2 | 2 | 1 | 1 |
| Other | 1 | 2 C | 1 C | - | 1 | 0 | 1 | 2 |
| Refused | 4 | 9 BC | 3 | 1 | 7 F | 5 | 2 | 3 |
| | | | | | | | | |
| **Political Affiliation** | | | | | | | | |
| Democrat | 35 | 33 | 36 | 34 | 33 | 35 | 31 | 42 DF |
| Independent | 22 | 23 | 23 | 18 | 23 | 22 | 25 G | 17 |
| Republican | 30 | 27 | 28 | 38 AB | 21 | 30 D | 38 D | 34 D |
| Other political party | 3 | 3 | 3 | 3 | 4 F | 5 F | 0 | 3 F |
| Not registered to vote | 10 | 14 C | 10 | 7 | 20 EFG | 9 | 6 | 4 |
| | | | | | | | | |
| **Census Region** | | | | | | | | |
| Northeast | 19 | 18 | 20 | 20 | 20 | 15 | 17 | 23 E |
| South | 36 | 36 | 35 | 36 | 36 | 40 G | 39 | 30 |
| Midwest | 23 | 22 | 23 | 23 | 26 G | 25 G | 23 | 17 |
| West | 22 | 23 | 22 | 20 | 18 | 21 | 21 | 30 DEF |

EQUITY IN A CLEAN ENERGY ECONOMY

| | Total | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| **Hispanic Origin Or Descent** | | | | | | | | | |
| Hispanic | 15 | 10 | 9 | 28 HI | 100 | - | 21 NO | 14 | 10 |
| Not Hispanic | 84 | 89 J | 91 J | 71 | - | 100 | 78 | 86 M | 88 M |
| | | | | | | | | | |
| **Ethnic Background** | | | | | | | | | |
| Caucasian | 72 | 100 IJ | - | - | 49 | 76 | 59 | 74 M | 84 MN |
| African-American | 13 | - | 100 HJ | - | 8 | 14 | 22 NO | 10 | 7 |
| Asian/Pacific Islander | 6 | - | - | 53 HI | 4 | 6 | 4 | 8 MO | 1 |
| Mixed ethnic background | 2 | - | - | 20 | 6 | 1 | 2 | 3 | 1 |
| Native American | 2 | - | - | 16 | 2 | 2 | 2 | 1 | 2 |
| Other | 1 | - | - | 11 | 7 | 0 | 2 | 1 | 0 |
| Refused | 4 | - | - | - | 24 | 1 | 8 N | 2 | 4 |
| | | | | | | | | | |
| **Political Affiliation** | | | | | | | | | |
| Democrat | 35 | 30 | 65 HJ | 34 | 36 | 35 | 50 NO | 33 O | 18 |
| Independent | 22 | 22 | 17 | 25 | 28 | 21 | 20 | 23 | 22 |
| Republican | 30 | 35 I | 7 | 30 I | 22 | 32 | 19 | 33 M | 40 M |
| Other political party | 3 | 3 | 4 | 3 | 2 | 3 | 2 | 4 | 3 |
| Not registered to vote | 10 | 11 | 6 | 8 | 11 | 10 | 10 | 8 | 17 MN |
| | | | | | | | | | |
| **Census Region** | | | | | | | | | |
| Northeast | 19 | 21 | 15 | 17 | 17 | 20 | 23 | 18 | 18 |
| South | 36 | 31 | 61 HJ | 34 | 44 | 34 | 34 | 37 | 35 |
| Midwest | 23 | 26 I | 15 | 18 | 12 | 25 | 19 | 22 | 30 MN |
| West | 22 | 22 I | 9 | 31 I | 28 | 21 | 25 O | 23 | 17 |

# Ranking of Association of Words with "Justice" (Cont'd.)
## Top 1st/2nd/3rd Summary

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| Truth | 57 | 55 | 64 | 60 | 58 | 56 | 55 | 58 | 57 |
| Honesty | 50 | 49 | 58 [H] | 52 | 51 | 50 | 47 | 52 | 51 |
| Right | 48 | 47 | 54 | 52 | 50 | 47 | 52 | 46 | 45 |
| Law | 47 | 50 [I] | 32 | 40 | 46 | 47 | 49 | 47 | 44 |
| Due Process | 39 | 42 | 34 | 34 | 26 | 41 [K] | 35 | 42 | 39 |
| Integrity | 36 | 36 | 32 | 41 | 39 | 35 | 34 | 38 | 35 |
| Authority | 23 | 22 | 27 | 20 | 29 | 23 | 29 [N] | 18 | 28 [N] |

C4. Next please rank the following seven words on how much you associate each with the word "justice", from the one you most associate with "justice" at the top, to the one you least associate with "justice" at the bottom. (Rank the words 1 to 7. Top 3 displayed here.)

# Comfort With Words to Discuss Energy Programs – Age/Income Top-2-Box



| | Total | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Equity | 25 | 27 | 23 | 25 | 21 | 25 | 31 D | 24 |
| Justice | 29 | 34 C | 30 C | 23 | 33 F | 32 | 25 | 29 |
| Clean | 34 | 36 | 33 | 34 | 33 | 37 | 36 | 32 |
| Renewable | 26 | 28 | 23 | 28 | 23 | 27 | 26 | 30 |
| Green | 22 | 27 C | 22 | 17 | 25 | 22 | 19 | 23 |
| Clean | 39 | 38 | 37 | 44 | 36 | 41 | 43 | 40 |
| Stable | 41 | 41 | 41 | 41 | 33 | 45 D | 40 | 50 DF |
| Predictable | 14 | 14 | 15 | 12 | 17 | 12 | 13 | 13 |
| Infrastructure | 25 | 20 | 26 | 28 A | 19 | 24 | 26 | 31 D |
| Investment | 34 | 39 C | 33 | 30 | 33 | 38 | 30 | 38 |

C5. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (Scale in a range of 1-7. Top 2 displayed here.)

# Comfort With Words to Discuss Energy Programs – Age/Income (Cont'd.) Top-2-Box

| | Total | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Local | 24 | 22 | 24 | 26 | 24 | 27 | 25 | 20 |
| Community | 34 | 36 | 36 | 31 | 29 | 33 | 37 | 40 D |
| Compassionate | 26 | 25 | 27 | 25 | 22 | 26 | 27 | 31 D |
| Caring | 28 | 30 | 27 | 28 | 28 | 30 | 26 | 29 |
| Discount | 25 | 28 | 25 | 22 | 20 | 29 D | 24 | 28 D |
| Incentive | 32 | 29 | 34 | 33 | 29 | 34 | 34 | 35 |
| Sustainable | 29 | 31 | 30 | 26 | 24 | 35 D | 31 | 27 E |
| Renewable | 31 | 29 | 31 | 33 | 30 | 28 | 30 | 37 |
| Control | 23 | 26 C | 24 | 19 | 28 F | 23 | 19 | 23 |
| Manage | 34 | 35 | 32 | 36 | 30 | 34 | 37 | 37 |
| Climate Change | 36 | 35 | 37 | 37 | 34 | 35 | 39 | 40 |
| Global Warming | 19 | 23 C | 18 | 16 | 21 | 19 | 17 | 20 |

C5. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (Scale in a range of 1-7. Top 2 displayed here.)

# Comfort With Words to Discuss Energy Programs – Ethnicity/Community Top-2-Box

EQUITY IN A CLEAN ENERGY ECONOMY

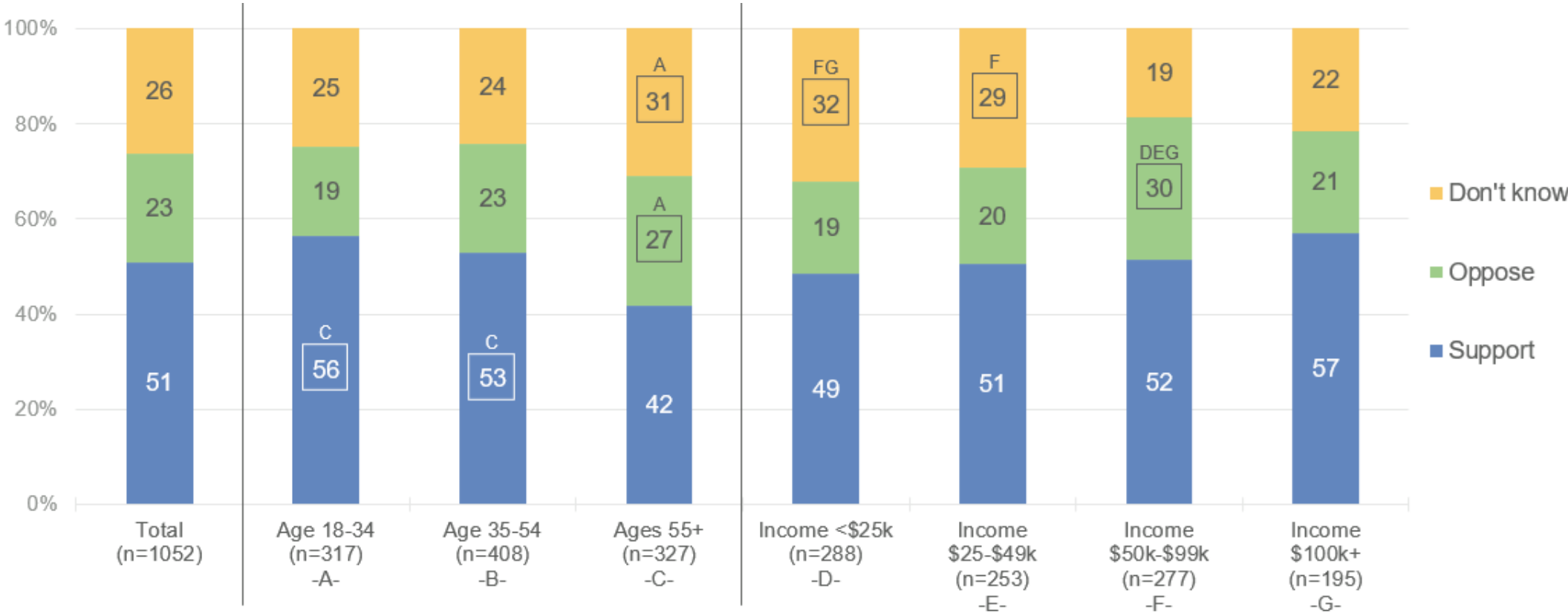| | Total | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| Equity | 25 | 25 | 29 | 24 | 15 | 27 | 26 | 25 | 24 |
| Justice | 29 | 27 | 36 H | 27 | 41 | 27 | 35 N | 27 | 26 |
| Clean | 34 | 33 | 46 HJ | 31 | 42 | 33 | 38 | 33 | 32 |
| Renewable | 26 | 26 | 28 | 23 | 23 | 27 | 26 | 28 | 22 |
| Green | 22 | 21 | 23 | 29 | 27 | 21 | 26 | 20 | 22 |
| Clean | 39 | 37 | 52 HJ | 38 | 41 | 39 | 41 | 39 | 38 |
| Stable | 41 | 39 | 48 | 40 | 39 | 41 | 43 | 40 | 39 |
| Predictable | 14 | 14 | 17 J | 8 | 13 | 14 | 15 | 12 | 14 |
| Infrastructure | 25 | 24 | 29 | 29 | 24 | 25 | 25 | 27 | 20 |
| Investment | 34 | 33 | 38 | 33 | 40 | 33 | 38 | 32 | 34 |

C5. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (Scale in a range of 1-7. Top 2 displayed here.)

# Clean Energy Investments Towards Disadvantaged Communities

Base: Total Respondents C9. The Biden administration has a goal of ensuring 40% of benefits from clean energy investments will benefit disadvantaged communities. Do you support or oppose this goal?

# Comfort With Words to Discuss Energy Programs – Ethnicity/Community (Cont'd.) Top-2-Box

| | Total | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
| | | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
|---|---|---|---|---|---|---|---|---|---|
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| Local | 24 | 24 | 22 | 26 | 28 | 23 | 23 | 22 | 29 N |
| Community | 34 | 33 | 47 HJ | 33 | 35 | 35 | 39 O | 35 | 28 |
| | | | | | | | | | |
| Compassionate | 26 | 26 | 25 | 30 | 29 | 25 | 25 | 28 | 23 |
| Caring | 28 | 28 | 38 HJ | 21 | 28 | 29 | 33 N | 25 | 29 |
| | | | | | | | | | |
| Discount | 25 | 24 | 26 | 30 | 26 | 25 | 25 | 22 | 31 N |
| Incentive | 32 | 32 | 37 | 31 | 31 | 32 | 37 O | 32 | 27 |
| | | | | | | | | | |
| Sustainable | 29 | 27 | 35 | 39 H | 30 | 29 | 29 | 29 | 29 |
| Renewable | 31 | 31 | 30 | 23 | 35 | 30 | 33 | 31 | 27 |
| | | | | | | | | | |
| Control | 23 | 22 | 29 | 19 | 26 | 22 | 25 N | 19 | 28 N |
| Manage | 34 | 34 | 36 | 33 | 29 | 35 | 32 | 37 | 31 |
| | | | | | | | | | |
| Climate Change | 36 | 37 | 40 | 37 | 27 | 38 | 38 | 37 | 32 |
| Global Warming | 19 | 18 | 23 | 21 | 34 | 17 | 22 | 19 | 17 |

C5. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (Scale in a range of 1-7. Top 2 displayed here.)

# Clean Energy Investments Towards Disadvantaged Communities (Cont'd.)
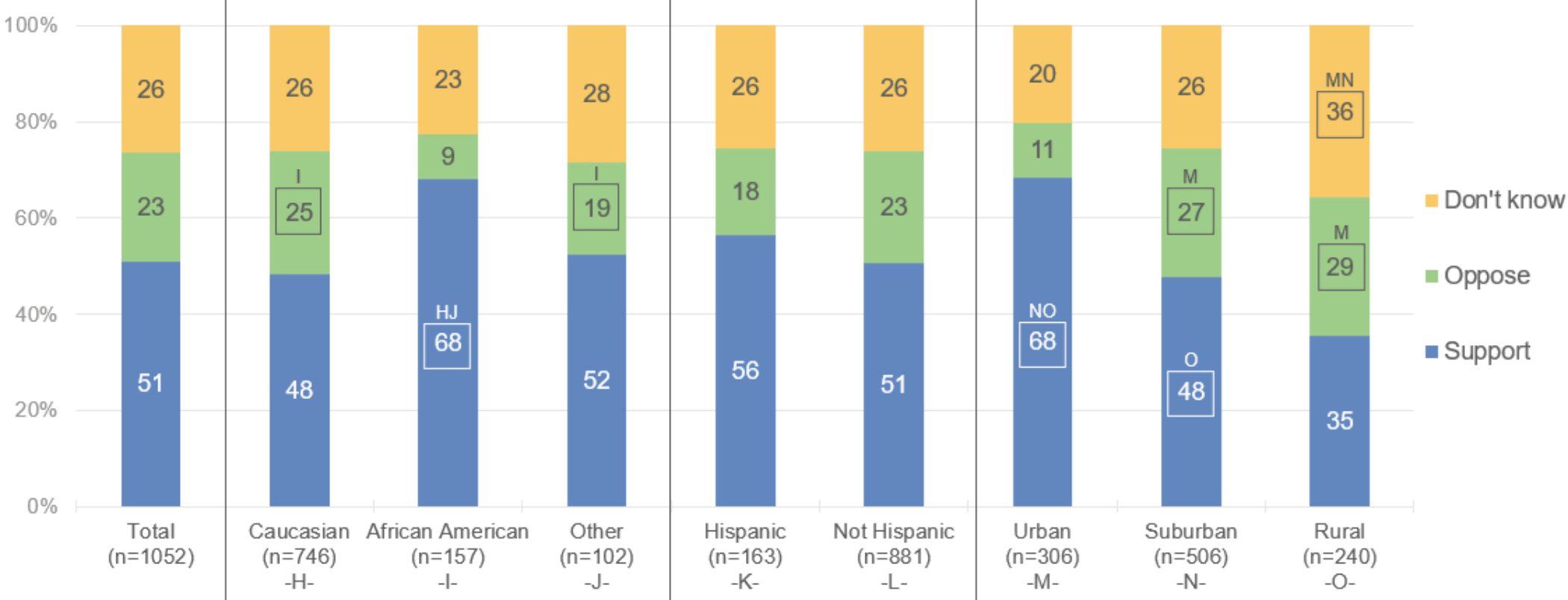


Base: Total Respondents C9. The Biden administration has a goal of ensuring 40% of benefits from clean energy investments will benefit disadvantaged communities. Do you support or oppose this goal?

# Concern for Shifting Investment Costs Onto Utility Bill
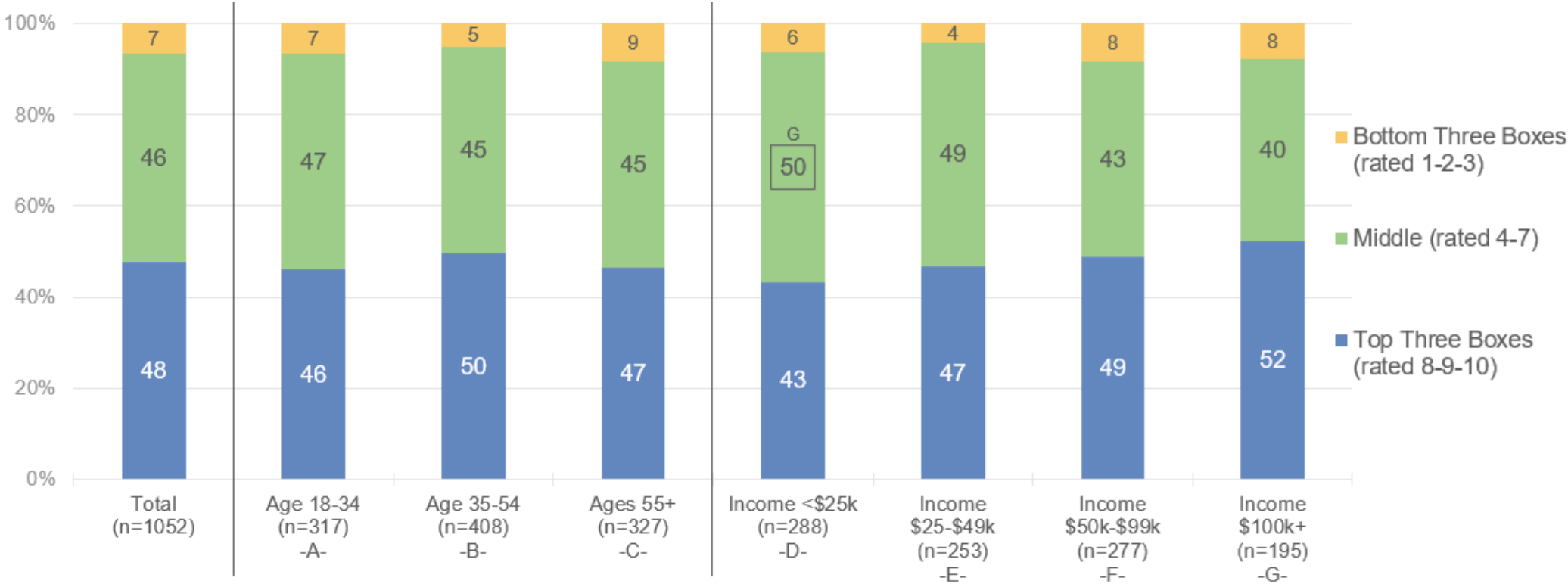


Base: Total Respondents C12. How concerned are you that costs are being shifted onto your utility bill to invest in and maintain infrastructure to support renewable energy and electric vehicles? (Scale of 1 to 10.)

# Younger Households Identify with Greater Needs for Reliable Electric Service

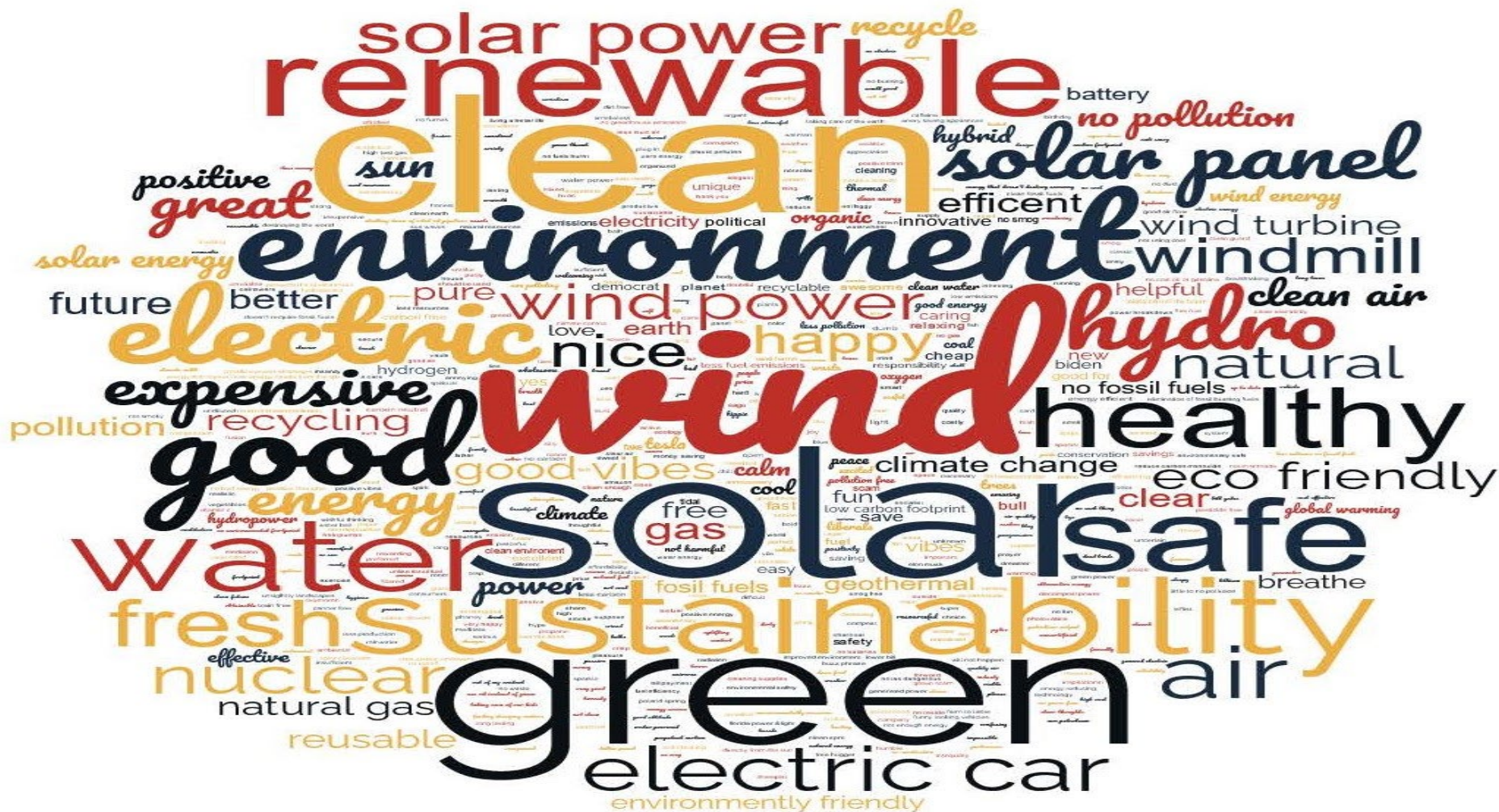| | | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | Total | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| | | | | | | | | |
| **Medical Related (net)** | **29** | **36** C | **30** C | **18** | **34** F | **28** | **22** | **32** F |
| Someone has a medical need that requires thermal comfort (warmth or coolness) | 18 | 23 C | 19 C | 11 | 22 | 17 | 15 | 19 |
| Someone uses a medical device that requires reliable electricity | 18 | 23 C | 19 C | 11 | 22 F | 18 | 13 | 22 F |
| | | | | | | | | |
| Someone is a young child or an elderly person who requires reliable utility service (water, electricity, etc.) | 26 | 30 C | 29 C | 18 | 26 | 28 | 26 | 28 |
| Someone works from home and requires reliable utility service | 25 | 30 C | 30 C | 11 | 20 | 20 | 28 D | 32 DE |
| Someone has a very strong preference regarding thermal comfort (warmth or coolness) | 25 | 31 C | 25 | 20 | 22 | 28 | 26 | 27 |
| None of the above | 35 | 25 | 30 | 53 AB | 37 | 34 | 35 | 30 |

C15. Which, if any, of the following describes someone in your household?

# Urban Households Identify with Greater Needs for Reliable Electric Service

| | | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| **Medical Related (net)** | **29** | **28** | **28** | **31** | **33** | **28** | **34** N | **26** | **28** |
| Someone has a medical need that requires thermal comfort (warmth or coolness) | 18 | 18 | 18 | 16 | 22 | 17 | 23 N | 15 | 17 |
| Someone uses a medical device that requires reliable electricity | 18 | 17 | 18 | 22 | 20 | 18 | 20 | 18 | 18 |
| Someone is a young child or an elderly person who requires reliable utility service (water, electricity, etc.) | 26 | 24 | 30 | 31 | 32 | 25 | 29 O | 26 | 21 |
| Someone works from home and requires reliable utility service | 25 | 23 | 24 | 31 | 32 | 23 | 26 O | 29 O | 14 |
| Someone has a very strong preference regarding thermal comfort (warmth or coolness) | 25 | 25 | 28 | 26 | 31 | 25 | 27 | 28 O | 19 |
| None of the above | 35 | 37 | 31 | 27 | 27 | 37 | 30 | 34 | 44 MN |

C15. Which, if any, of the following describes someone in your household?

We asked respondents to respond with three words or phrases that came to mind when they heard "Clean Energy" and "Energy Justice"

**Clean Energy**

**Energy Justice**



On balance, "Clean Energy" is more understandable by most people compared to "Energy Justice"

EQUITY IN A CLEAN ENERGY ECONOMY

# People Associate the Words "Clean Energy" with Renewable Resources and Electric Technologies

Base: Total Respondents (n=1052) C1. What three words or phrases come to mind when you hear someone say, "clean energy"?

# "Energy Justice" Elicited Complex, Nuanced Responses



Base: Total Respondents (n=1052) C2. What three words or phrases come to mind when you hear someone say, "energy justice"?

# "Fairness" and "Equality" Were Ranked Highest Among Six Words Associated with "Equity"

**72% & 70%, respectively, ranked those words 1st, 2nd, or 3rd and older adults are more likely to associate "fairness" with equity**

**"Restitution" was least associated with equity, but had a significantly higher level of association among those under 55**

EQUITY IN A
CLEAN ENERGY
ECONOMY

| | Total | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Fairness | 72 | 62 | 72 A | 84 AB | 68 | 73 | 72 | 76 |
| Equality | 70 | 72 | 67 | 71 | 71 | 72 | 68 | 71 |
| Justice | 53 | 57 | 51 | 51 | 53 | 53 | 54 | 49 |
| Integrity | 44 | 46 | 45 | 41 | 44 | 37 | 53 DE | 45 |
| Reasonableness | 40 | 37 | 42 | 42 | 42 | 42 | 36 | 39 |
| Restitution | 20 | 26 C | 24 C | 10 | 21 | 23 | 17 | 20 |

C3. Please rank the following six words on how much you associate each with the word "equity," from the one you most associate with "equity" at the top, to the one you least associate with "equity" at the bottom. (Rank the words 1 to 6. Top 3 displayed here.)

# "Truth" and "Honesty" Were Ranked Highest Among Seven Words Association with "Justice"

**57% & 50%, respectively, ranked those words 1st, 2nd, or 3rd**
**Those under age 55 and lower-income adults indicated a significantly higher association of the word "authority" with justice**

|  | | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
|  | Total | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
|  | % | % | % | % | % | % | % | % |
| Truth | 57 | 60 | 53 | 60 | 63 F | 55 | 53 | 58 |
| Honesty | 50 | 49 | 49 | 54 | 50 | 51 | 47 | 52 |
| Right | 48 | 52 | 46 | 44 | 46 | 49 | 47 | 48 |
| Law | 47 | 45 | 48 | 48 | 47 | 47 | 51 G | 41 |
| Due Process | 39 | 32 | 42 A | 43 A | 35 | 37 | 43 | 42 |
| Integrity | 36 | 37 | 35 | 36 | 34 | 32 | 37 | 42 E |
| Authority | 23 | 24 C | 28 C | 16 | 26 G | 29 G | 22 | 16 |

C4. Next please rank the following seven words on how much you associate each with the word "justice", from the one you most associate with "justice" at the top, to the one you least associate with "justice" at the bottom. (Rank the words 1 to 7. Top 3 displayed here.)
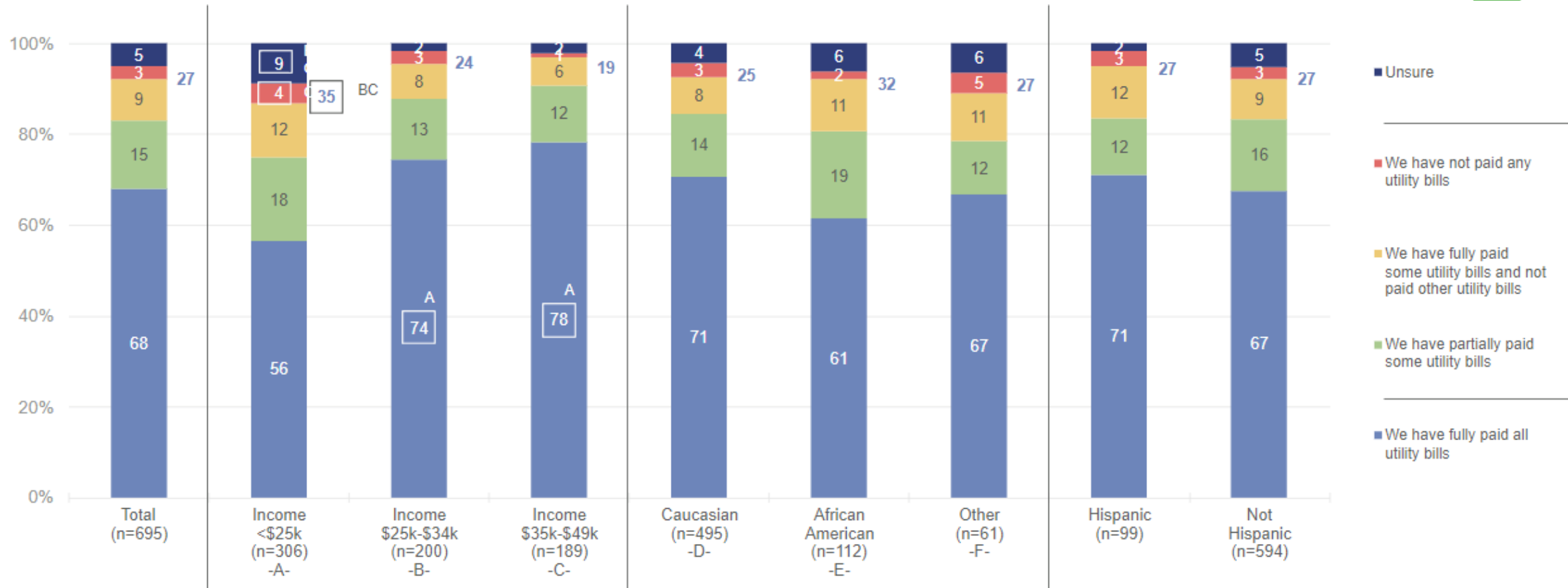
EQUITY IN A CLEAN ENERGY ECONOMY

| | Total | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| Fairness | 72 | 73 | 68 | 75 | 69 | 73 | 65 | 77 M | 70 |
| Equality | 70 | 69 | 72 | 69 | 77 | 69 | 71 | 69 | 70 |
| Justice | 53 | 51 | 56 | 61 | 55 | 53 | 59 NO | 51 | 50 |
| Integrity | 44 | 44 | 44 | 39 | 45 | 44 | 48 | 42 | 45 |
| Reasonableness | 40 | 43 I | 34 | 33 | 33 | 41 | 36 | 41 | 45 |
| Restitution | 20 | 19 | 26 | 23 | 21 | 20 | 21 | 20 | 20 |

C3. Please rank the following six words on how much you associate each with the word "equity," from the one you most associate with "equity" at the top, to the one you least associate with "equity" at the bottom. (Rank the words 1 to 6. Top 3 displayed here.)

# Household's Payment of Utility Bills During COVID-19



EQUITY IN A CLEAN ENERGY ECONOMY

Legend:
- Unsure (dark blue)
- We have not paid any utility bills (red)
- We have fully paid some utility bills and not paid other utility bills (yellow)
- We have partially paid some utility bills (green)
- We have fully paid all utility bills (purple/blue)

| Category | Fully paid all | Partially paid some | Fully paid some/not others | Not paid any | Unsure |
|---|---|---|---|---|---|
| Total (n=695) | 68 | 15 | 9 | 3 | 5 |
| Income <$25k (n=306) -A- | 56 | 18 | 12 | 4 | 9 |
| Income $25k-$34k (n=200) -B- | 74 | 13 | 8 | 3 | 2 |
| Income $35k-$49k (n=189) -C- | 78 | 12 | 6 | 2 | 2 |
| Caucasian (n=495) -D- | 71 | 14 | 8 | 3 | 4 |
| African American (n=112) -E- | 61 | 19 | 11 | 2 | 6 |
| Other (n=61) -F- | 67 | 12 | 11 | 5 | 6 |
| Hispanic (n=99) | 71 | 12 | 12 | 3 | 2 |
| Not Hispanic (n=594) | 67 | 16 | 9 | 3 | 5 |

Side labels (sum of non-fully-paid): Total 27; Income <$25k 35 BC; Income $25k-$34k 24; Income $35k-$49k 19; Caucasian 25; African American 32; Other 27; Hispanic 27; Not Hispanic 27

Base: Total Respondents
H8. During the COVID-19 pandemic, nearly every electric, gas, and water utility has adopted a policy of not disconnecting customers who do not pay the utility bill (not shutting off utility service for non-payment). Which of the following best describes whether your household has paid utility bills during the COVID-19 pandemic?

# Household's Payment of Utility Bills During COVID-19 (Cont'd.)
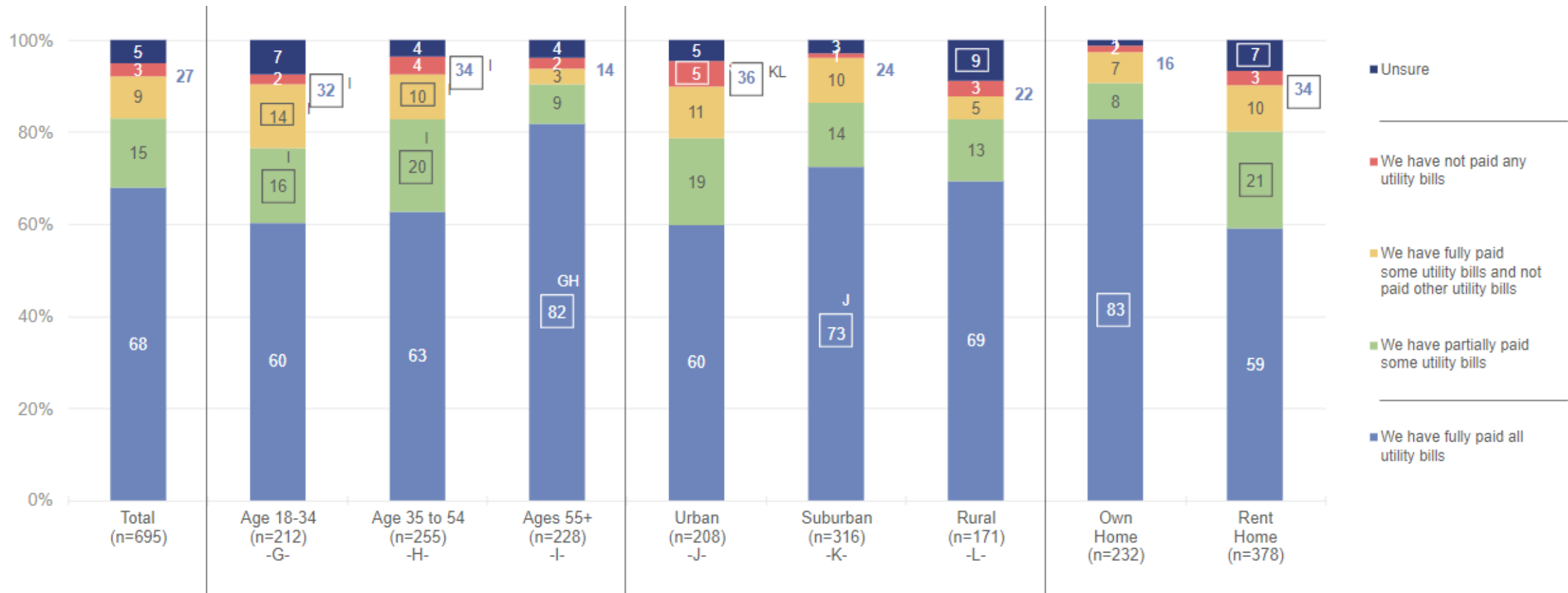


Base: Total Respondents

H8. During the COVID-19 pandemic, nearly every electric, gas, and water utility has adopted a policy of not disconnecting customers who do not pay the utility bill (not shutting off utility service for non-payment). Which of the following best describes whether your household has paid utility bills during the COVID-19 pandemic?
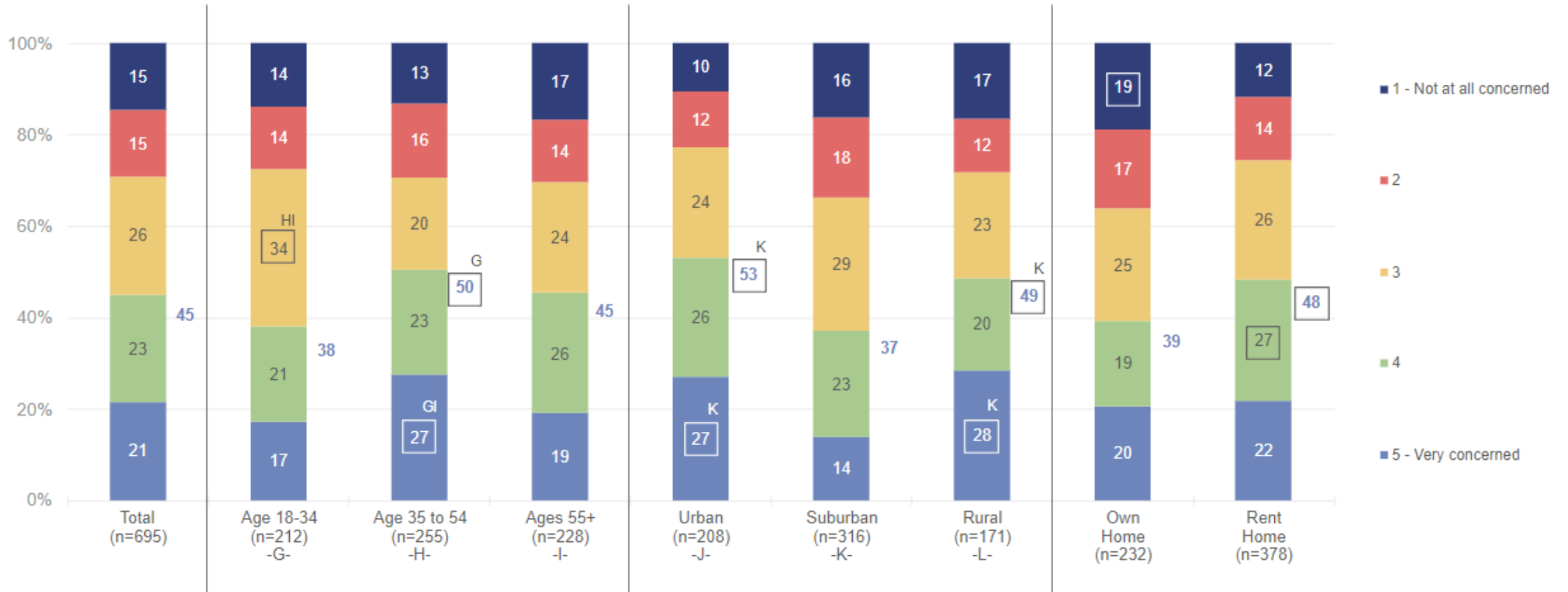
# Concern Regarding Staying Current On Utility Bill Payments
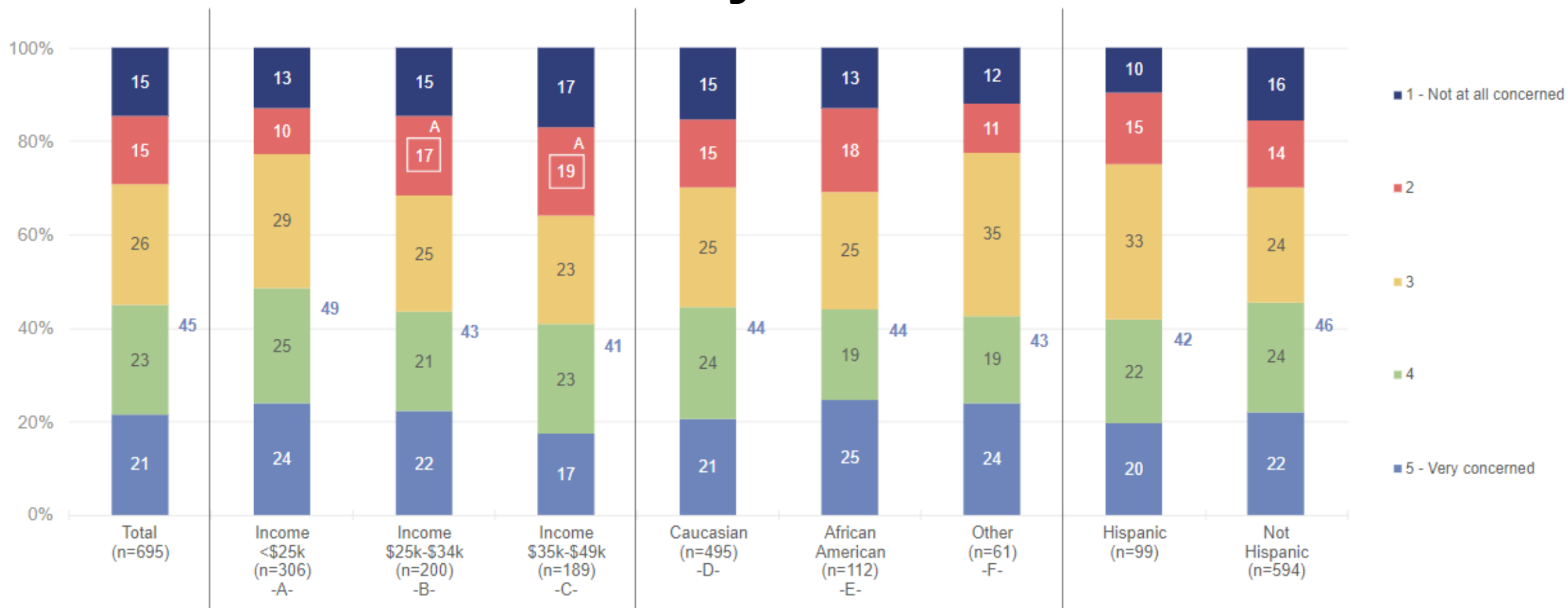


Base:   Total Respondents

H9.   How concerned are you about your household's ability to stay current on utility bill payments over the next six months?

# Concern Regarding Staying Current On Utility Bill Payments (Cont'd.)



Base: Total Respondents
H9. How concerned are you about your household's ability to stay current on utility bill payments over the next six months?

# The Words Americans Prefer to Discuss Energy Programs

Strong preferences for "stable" vs. "predictable," "clean" vs. both "green" and "renewable,"
"climate change" vs. "global warming," "manage" vs. "control," and "community" vs. "local"

| | | | Age | |
|---|---|---|---|---|
| | Total | 18-34 -A- | 35-54 -B- | 55+ -C- |
| Total Respondents | (1018) | (317) | (408) | (327) |
| | % | % | % | % |
| Equity | 25 | 27 | 23 | 25 |
| Justice | 29 | 34 c | 30 c | 23 |
| Clean | 34 | 36 | 33 | 34 |
| Renewable | 26 | 28 | 23 | 28 |
| Green | 22 | 27 c | 22 | 17 |
| Clean | 39 | 38 | 37 | 44 |
| Stable | 41 | 41 | 41 | 41 |
| Predictable | 14 | 14 | 15 | 12 |
| Infrastructure | 25 | 20 | 26 | 28 A |
| Investment | 34 | 39 c | 33 | 30 |

| | | | Age | |
|---|---|---|---|---|
| | Total | 18-34 -A- | 35-54 -B- | 55+ -C- |
| Total Respondents | (1052) | (317) | (408) | (327) |
| | % | % | % | % |
| Local | 24 | 22 | 24 | 26 |
| Community | 34 | 36 | 36 | 31 |
| Compassionate | 26 | 25 | 27 | 25 |
| Caring | 28 | 30 | 27 | 28 |
| Discount | 25 | 28 | 25 | 22 |
| Incentive | 32 | 29 | 34 | 33 |
| Sustainable | 29 | 31 | 30 | 26 |
| Renewable | 31 | 29 | 31 | 33 |
| Control | 23 | 26 c | 24 | 19 |
| Manage | 34 | 35 | 32 | 36 |
| Climate Change | 36 | 35 | 37 | 37 |
| Global Warming | 19 | 23 c | 18 | 16 |

C5. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (Scale in a range of 1-7. Top 2 displayed here.)

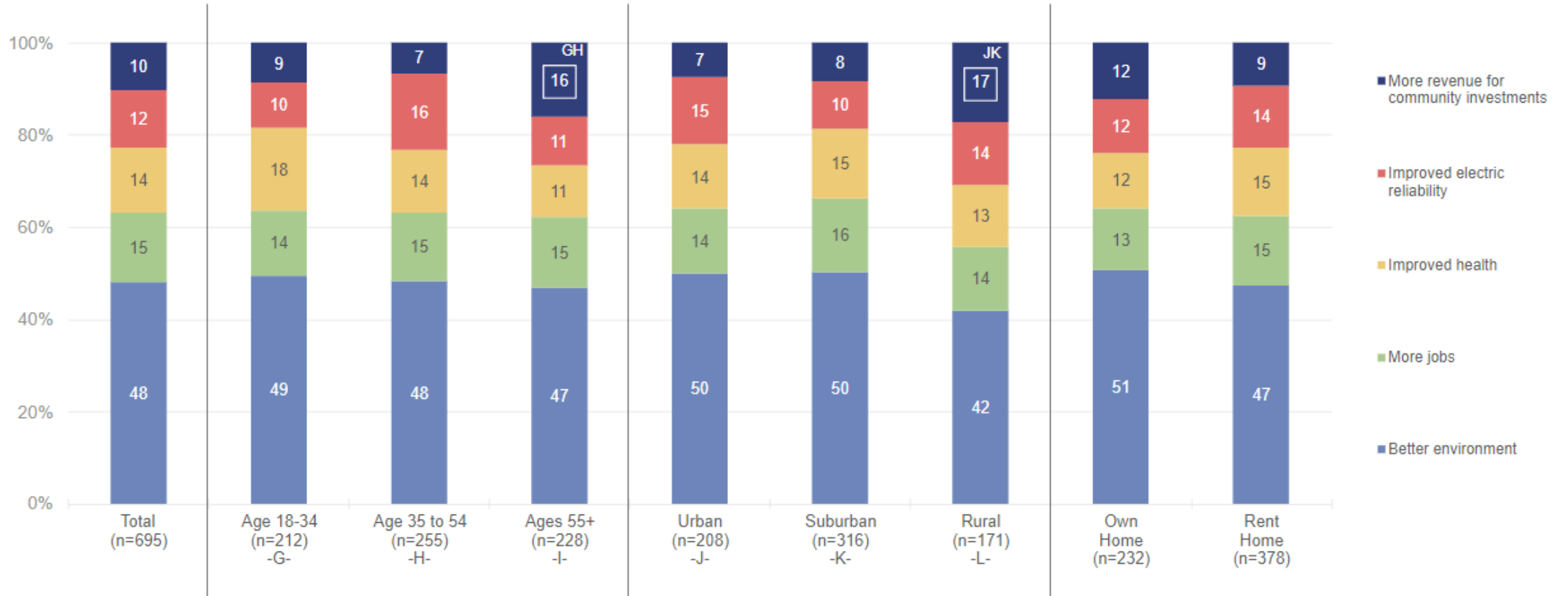# Use of "Equity" vs. "Justice" to Discuss Energy Programs

**Those under 55 years, African Americans, and Hispanics showed a stronger preference for the word "justice"**

| | Total | Age | | | Household Income | | | |
|---|---|---|---|---|---|---|---|---|
| | | 18-34 -A- | 35-54 -B- | 55+ -C- | Under $25k -D- | $25k - $49k -E- | $50k - $99k -F- | $100k+ -G- |
| Total Respondents | (1052) | (317) | (408) | (327) | (288) | (253) | (277) | (195) |
| | % | % | % | % | % | % | % | % |
| Equity | 25 | 27 | 23 | 25 | 21 | 25 | [31] D | 24 |
| Justice | 29 | [34] C | [30] C | 23 | [33] F | 32 | 25 | 29 |

| | Total | Racial Subgroups | | | Ethnic Subgroups | | Type of Community | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Caucasian -H- | African American -I- | Other -J- | Hispanic -K- | Not Hispanic -L- | Urban -M- | Suburban -N- | Rural -O- |
| Total Respondents | (1052) | (746) | (157) | (102) | (163) | (881) | (306) | (506) | (240) |
| | % | % | % | % | % | % | % | % | % |
| Equity | 25 | 25 | 29 | 24 | 15 | [27] | 26 | 25 | 24 |
| Justice | 29 | 27 | [36] H | 27 | [41] | 27 | [35] N | 27 | 26 |

C5. Please indicate which word you would be most comfortable using and understanding in the discussion of energy programs by selecting the box between each set of words that most closely indicates your level of comfort and understanding in using that word. The more comfortable you would be with a specific word, the closer the box you select should be to that option. (Scale in a range of 1-7. Top 2 displayed here.)

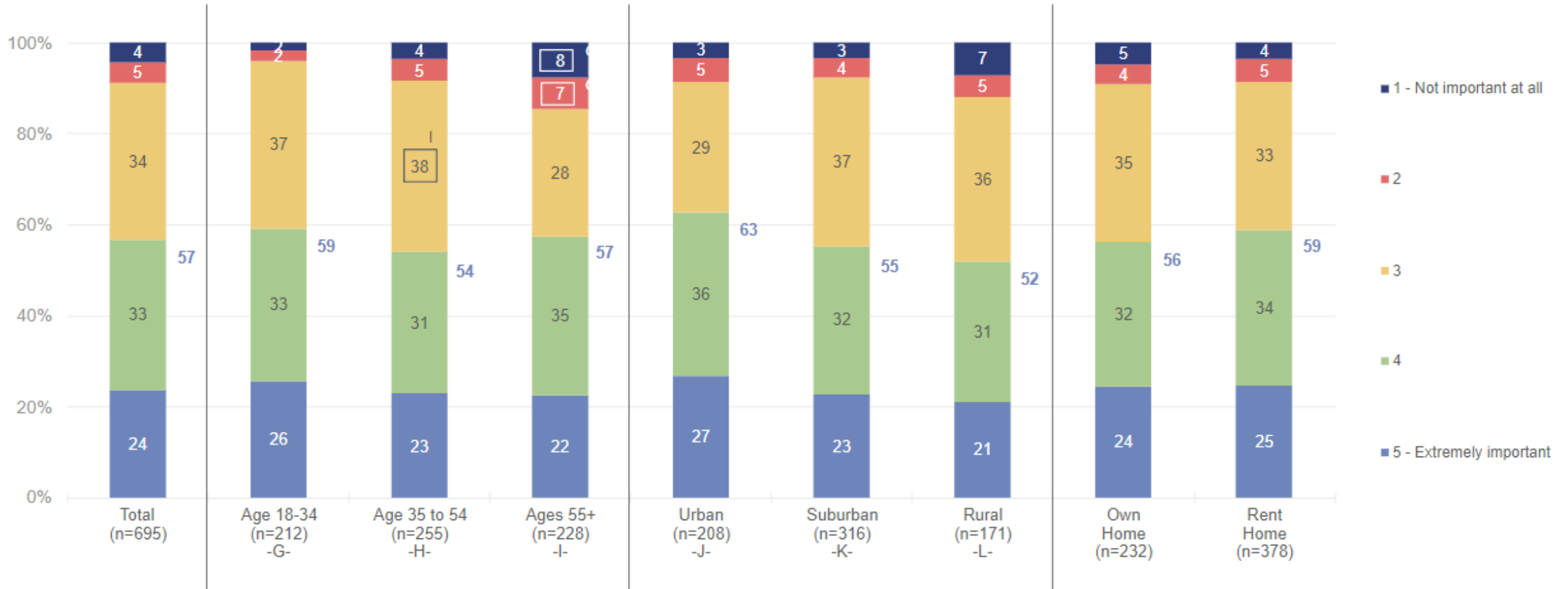EQUITY IN A CLEAN ENERGY ECONOMY

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# Top Benefit To Community From Clean Energy Investments (Cont'd.)



Base: Total Respondents

H2. What do you think will be the top benefit your community will gain from clean energy investments?

# Importance Of "Equity" (Cont'd.)

EQUITY IN A CLEAN ENERGY ECONOMY



**Legend:**
- 1 - Not important at all
- 2
- 3
- 4
- 5 - Extremely important

| | Total (n=695) | Age 18-34 (n=212) -G- | Age 35 to 54 (n=255) -H- | Ages 55+ (n=228) -I- | Urban (n=208) -J- | Suburban (n=316) -K- | Rural (n=171) -L- | Own Home (n=232) | Rent Home (n=378) |
|---|---|---|---|---|---|---|---|---|---|
| 1 - Not important | 4 | 2 | 4 | 8 | 3 | 3 | 7 | 5 | 4 |
| 2 | 5 | | 5 | 7 | 5 | 4 | 5 | 4 | 5 |
| 3 | 34 | 37 | 38 | 28 | 29 | 37 | 36 | 35 | 33 |
| 4 | 33 | 33 | 31 | 35 | 36 | 32 | 31 | 32 | 34 |
| 5 - Extremely | 24 | 26 | 23 | 22 | 27 | 23 | 21 | 24 | 25 |
| Top-2 | 57 | 59 | 54 | 57 | 63 | 55 | 52 | 56 | 59 |

Base:    Total Respondents

H3.      There has been a lot of discussion of "equity." Equity means different things to different people. On a scale of 1 to 5, where "1" is not important at all and "5" is extremely important, how important is "equity" to you personally?

# Importance Of "Environmental Justice" (Cont'd.)

EQUITY IN A
CLEAN ENERGY
ECONOMY
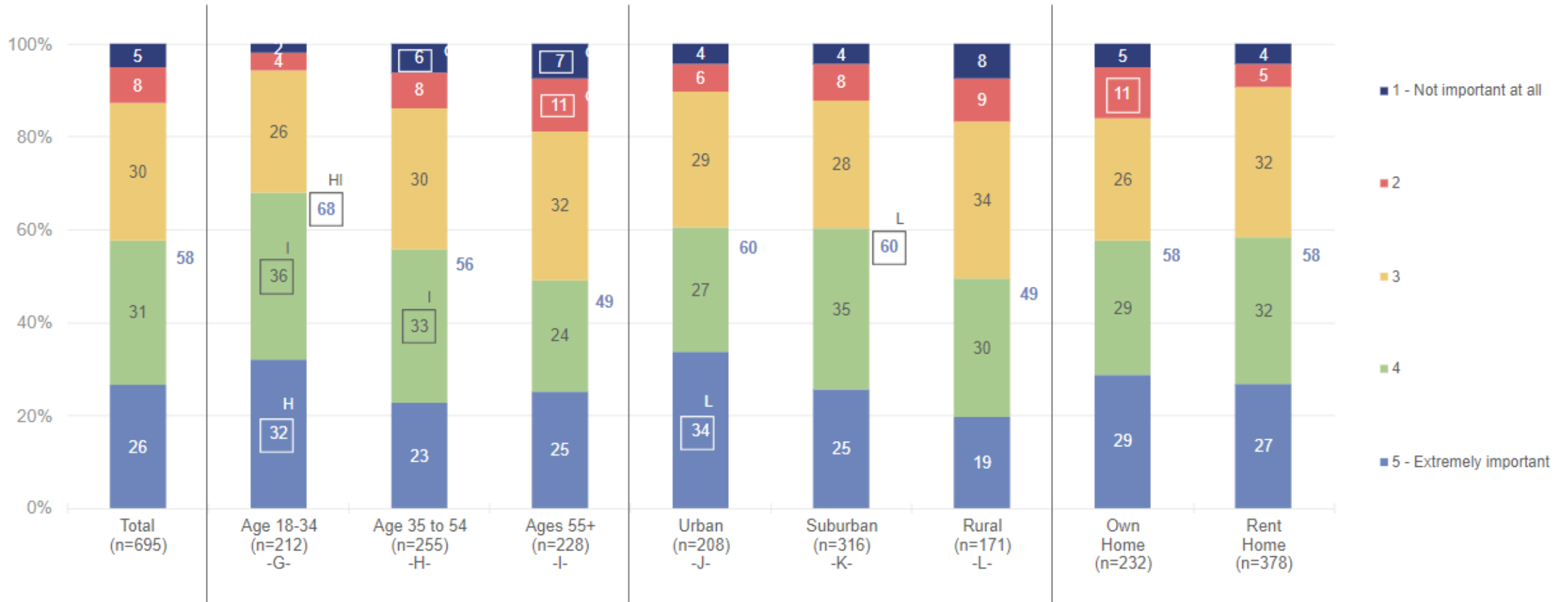


Base: Total Respondents

H4. There has been a lot of discussion of "environmental justice." Environmental justice also means different things to different people. On a scale of 1 to 5, where "1" is not important at all and "5" is extremely important, how important is "environmental justice" to you personally?

# Who Benefits From Focus On "Equity" and/or "Environmental Justice"

EQUITY IN A
CLEAN ENERGY
ECONOMY

| Note: Only includes individual mention of 3% or higher | | Income | | | Race | | | Ethnicity | |
|---|---|---|---|---|---|---|---|---|---|
| | Total | Under $25k -A- | $25k - $34k -B- | $35k - $49k -C- | Caucasian -D- | African American -E- | Other -F- | Hispanic | Not Hispanic |
| Total Respondents | (695) | (306) | (200) | (189) | (495) | (112) | (61) | (99) | (594) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| Specific Groups Of People (Net) | 34 | 34 | 34 | 33 | 30 | 47 | 39 | 39 | 33 |
| The people | 11 | 13 | 11 | 9 | 11 | 16 | 10 | 14 | 11 |
| Children/younger generations/future generations | 5 | 4 | 9 | 4 | 6 | 3 | 7 | 4 | 5 |
| The community | 4 | 6 | 4 | 3 | 3 | 13 | 1 | 4 | 5 |
| Minorities/low income/lower class | 4 | 4 | 3 | 5 | 4 | 6 | 3 | 3 | 4 |
| | | | | | | | | | |
| Everyone | 27 | 24 | 30 | 29 | 29 | 21 | 22 | 25 | 27 |
| | | | | | | | | | |
| Environment (net) | 14 | 10 | 16 | 17 | 14 | 9 | 13 | 11 | 14 |
| The planet/earth/mother nature/animals/wildlife | 11 | 8 | 13 | 14 | 12 | 8 | 9 | 9 | 11 |
| | | | | | | | | | |
| Government/Federal/Municipal Related (net) | 10 | 10 | 5 | 12 | 11 | 5 | 7 | 11 | 9 |
| The government | 5 | 6 | 4 | 5 | 6 | 4 | 5 | 4 | 5 |
| Politicians | 3 | 3 | - | 7 | 4 | 1 | 2 | 5 | 3 |
| | | | | | | | | | |
| Companies/Businesses (net) | 8 | 7 | 9 | 10 | 9 | 4 | 9 | 7 | 8 |
| Big businesses/companies/corporations | 5 | 4 | 6 | 5 | 6 | 2 | 6 | 3 | 5 |
| | | | | | | | | | |
| Don't know | 10 | 12 | 10 | 8 | 10 | 10 | 8 | 14 | 9 |
| No answer | 7 | 7 | 7 | 7 | 6 | 7 | 10 | 8 | 7 |

- H5. From your perspective, who benefits from a focus on equity and/or environmental justice?

# Who Benefits From Focus On "Equity" and/or "Environmental Justice" (Cont'd.)

EQUITY IN A CLEAN ENERGY ECONOMY

| Note: Only includes individual mention of 3% or higher | | Age | | | Type of Community | | | Home Ownership | |
|---|---|---|---|---|---|---|---|---|---|
| | **Total** | **18-34 -G-** | **35-54 -H-** | **55 or Older -I-** | **Urban -J-** | **Suburban -K-** | **Rural -L-** | **Own** | **Rent** |
| Total Respondents | (695) | (212) | (255) | (228) | (208) | (316) | (171) | (232) | (378) |
| | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | |
| Specific Groups Of People (Net) | <u>34</u> | <u>34</u> | <u>34</u> | <u>33</u> | <u>34</u> | <u>35</u> | <u>31</u> | <u>35</u> | <u>33</u> |
| The people | 11 | 10 | 12 | 12 | 13 | 12 | 9 | 15 | 10 |
| Children/younger generations/future generations | 5 | 4 | 7 | 4 | 3 | 5 | 8 | 5 | 5 |
| The community | 4 | 6 | 4 | 3 | 6 | 3 | 5 | 5 | 5 |
| Minorities/low income/lower class | 4 | 3 | 3 | 6 | 5 | 5 | 3 | 5 | 4 |
| | | | | | | | | | |
| Everyone | 27 | 28 | 28 | 25 | 26 | 29 | 25 | 25 | 28 |
| | | | | | | | | | |
| Environment (net) | <u>14</u> | <u>16</u> | <u>15</u> | <u>10</u> | <u>13</u> | <u>14</u> | <u>13</u> | <u>14</u> | <u>12</u> |
| The planet/earth/mother nature/animals/wildlife | 11 | 14 | 11 | 8 | 10 | 11 | 12 | 11 | 9 |
| | | | | | | | | | |
| Government/Federal/Municipal Related (net) | <u>10</u> | <u>8</u> | <u>7</u> | <u>14</u> | <u>6</u> | <u>10</u> | <u>13</u> | <u>11</u> | <u>9</u> |
| The government | 5 | 5 | 4 | 7 | 2 | 6 | 9 | 8 | 4 |
| Politicians | 3 | 2 | 3 | 6 | 3 | 4 | 3 | 2 | 4 |
| | | | | | | | | | |
| Companies/Businesses (net) | <u>8</u> | <u>3</u> | <u>10</u> | <u>12</u> | <u>10</u> | <u>7</u> | <u>9</u> | <u>10</u> | <u>7</u> |
| Big businesses/companies/corporations | 5 | 2 | 7 | 5 | 6 | 5 | 5 | 6 | 4 |
| | | | | | | | | | |
| Don't know | 10 | 9 | 10 | 11 | 12 | 9 | 8 | 7 | 12 |
| No answer | 7 | 10 | 5 | 6 | 4 | 7 | 10 | 9 | 5 |

H5. From your perspective, who benefits from a focus on equity and/or environmental justice?

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# Top 2 Priorities for Local Community (Cont'd.)

| | | Total | Age | | | Type of Community | | | Home Ownership | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | 18-34 -G- | 35-54 -H- | 55 or Older -I- | Urban -J- | Suburban -K- | Rural -L- | Own | Rent |
| Total Respondents | | (695) | (212) | (255) | (228) | (208) | (316) | (171) | (232) | (378) |
| | | % | % | % | % | % | % | % | % | % |
| | | | | | | | | | | |
| Food and groceries | | 43 | 40 | 43 | 48 | 48 | 41 | 43 | 42 | 45 |
| Air and water quality | | 41 | 42 | 35 | 48 H | 39 | 41 | 44 | 50 | 37 |
| Health services | | 38 | 39 | 39 | 36 | 33 | 40 | 40 | 36 | 39 |
| Jobs | | 37 | 42 I | 45 I | 22 | 42 | 34 | 38 | 34 | 38 |
| Policing and safety | | 31 | 26 | 30 | 39 G | 29 | 35 | 27 | 34 | 29 |
| Public transportation | | 9 | 12 | 8 | 7 | 9 | 9 | 9 | 4 | 11 |
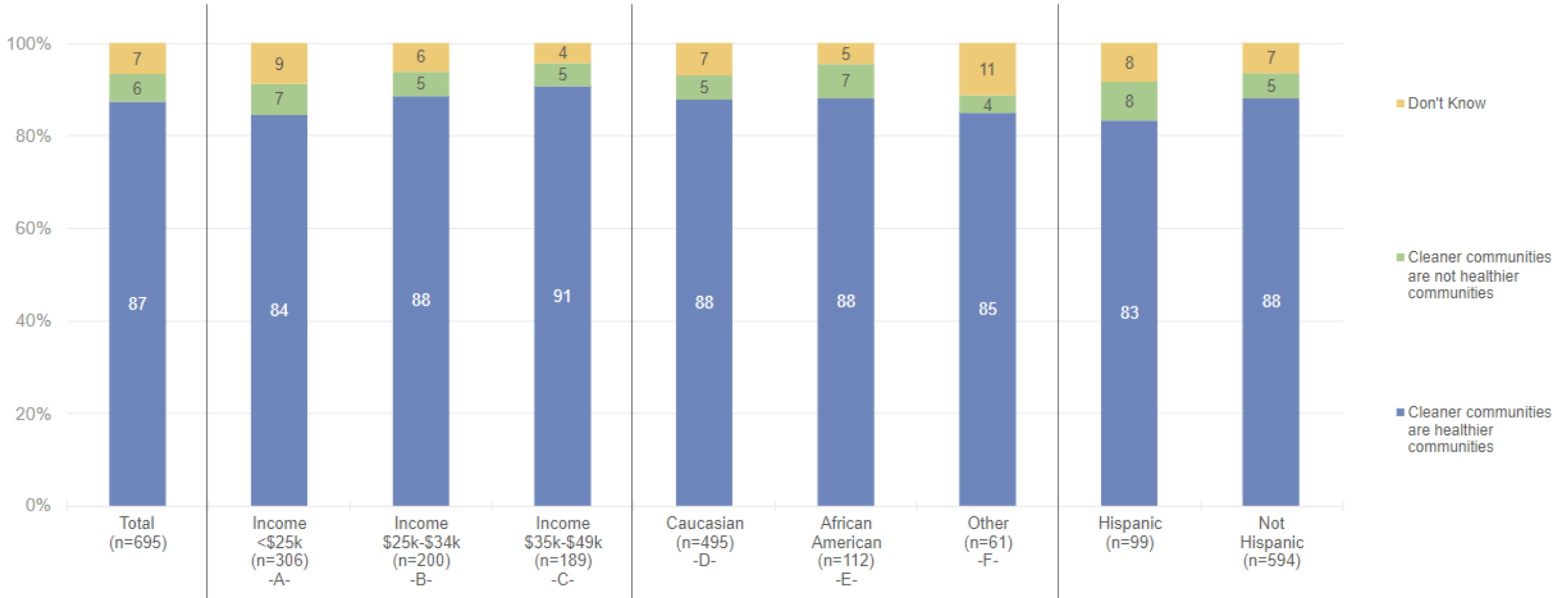
H6.     From your perspective, what should the priorities of your local community be? Pick your top two priorities.
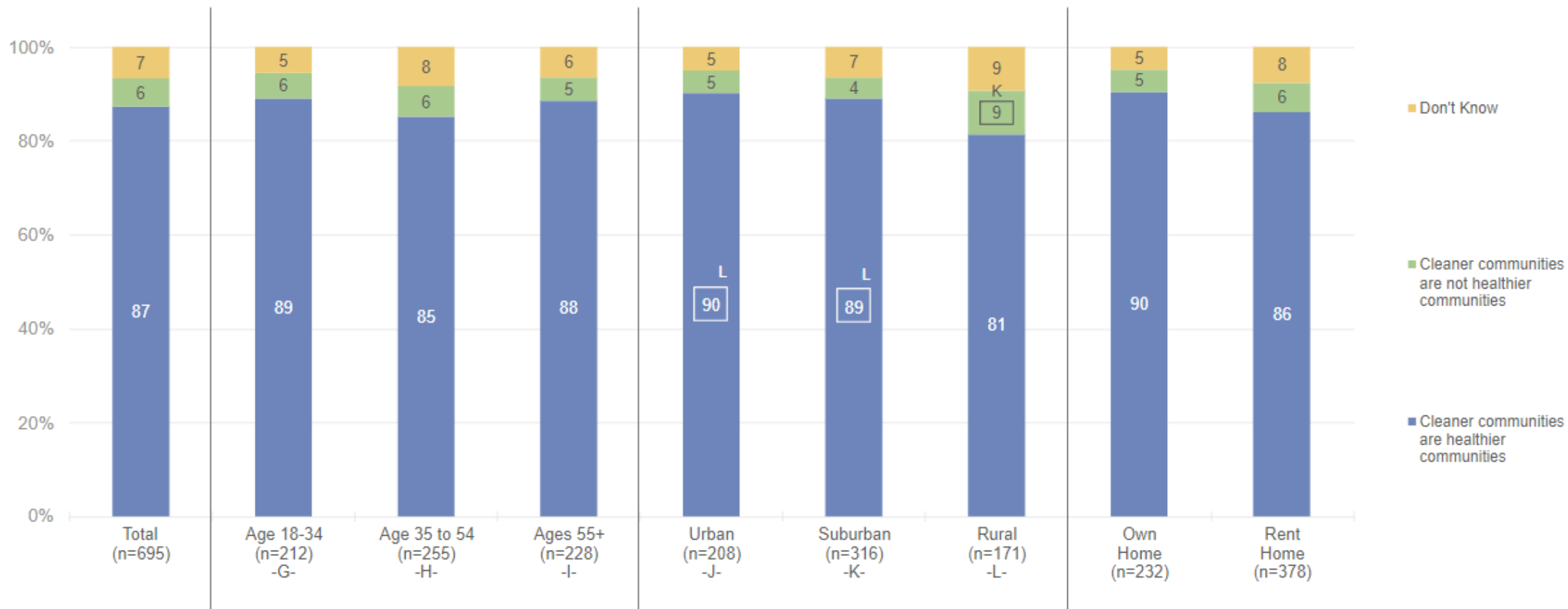
# Cleaner Communities are Healthier Communities



Base: Total Respondents

H7. Do you believe that cleaner communities are healthier communities?

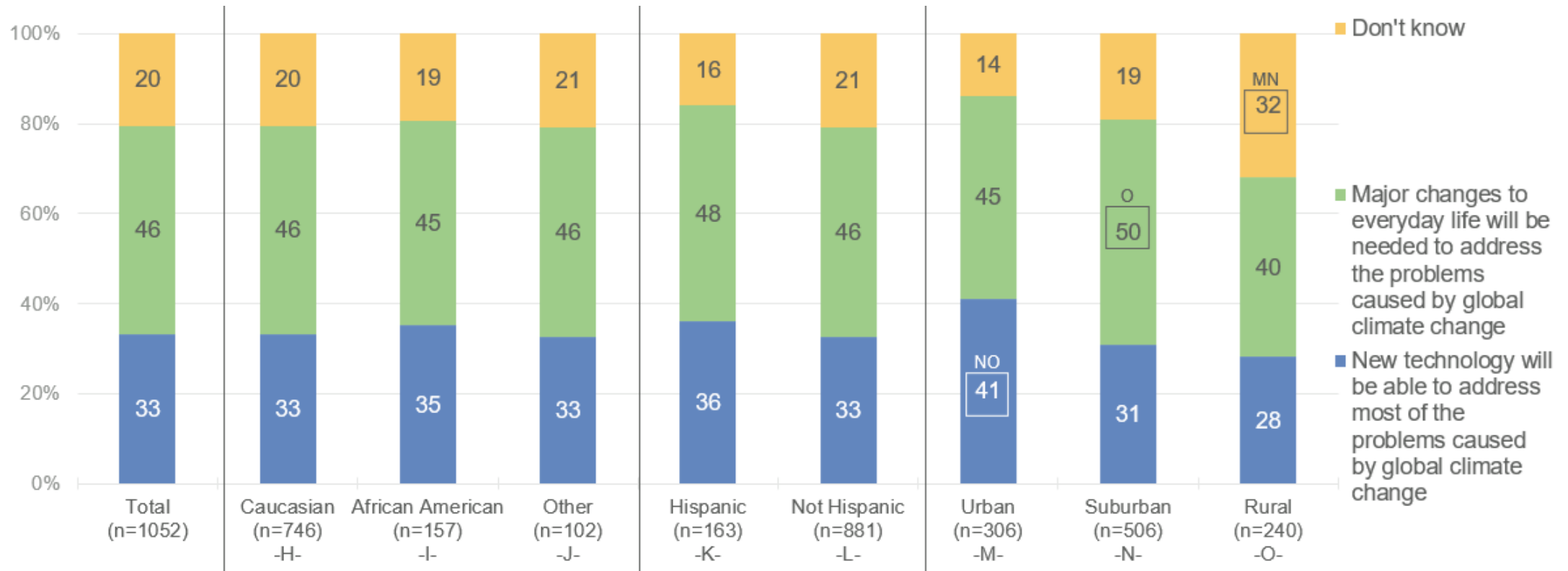# Cleaner Communities are Healthier Communities (Cont'd.)



Base: Total Respondents

H7. Do you believe that cleaner communities are healthier communities?

# Nearly Half Believe that Major Changes to Everyday Life will be Needed to Address Climate Change (continued)
## Those who live in urban centers are the most likely to believe that technology will be the answer



Base: Total Respondents C13. Looking to the future 50 years from now, which of the following do you think is more likely to happen in the U.S.?

# Nearly Half Believe that Major Changes to Everyday Life will be Needed to Address Climate Change

**Those with the highest incomes are the most likely to believe that technology will be the answer**
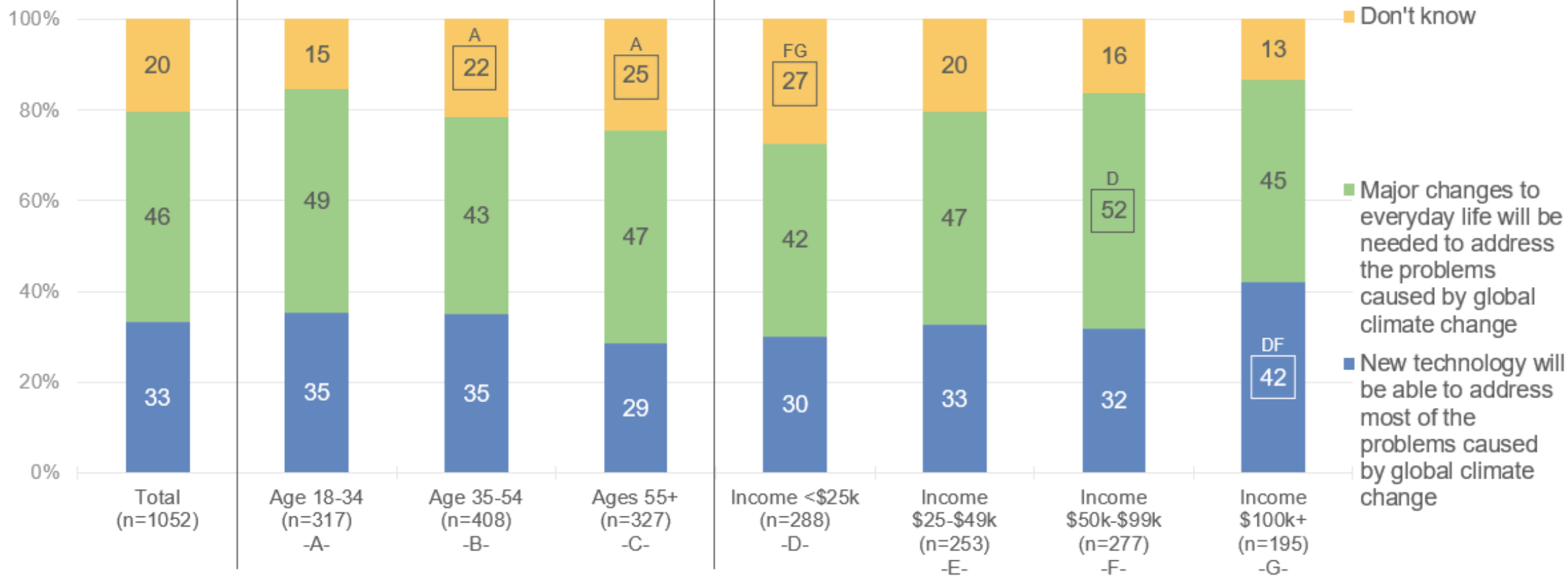
Base: Total Respondents C13. Looking to the future 50 years from now, which of the following do you think is more likely to happen in the U.S.?

Contacts

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*DEFG, An E Source Company, is a customer insights and advisory firm in the utility space. Through collaborative research, data analysis and peer-to-peer networking, we help our clients achieve ways to better serve their customers.*